December 1960

The Office

Magazine of Management · Equipment · Methods

SEMIANNUAL INDEX IN THIS ISSUE

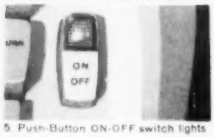
The new Smith-Corona 400 at Knoll Associates

1. Push-Button ribbon control, exclusive on the 400, selects carbon or fabric ribbon at the touch of a finger.

2. Automatic paper injector guarantees quick, in-and-out handling of every page and perfectly placed margins.

3. Push-Button Copymatic impression control automatically assures you of perfect originals and crisper cartons.

4. Push-Button word control corrects errors instantly, automatically provides normal, half and expand spacing.

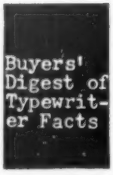


5. Push-Button ON-OFF switch lights up when the power is on. No fumbling under the keyboard for hidden switches.

New Smith-Corona 400 brings Push-Button Typing to your office!

EASY-TO-USE PUSH-BUTTONS control all the features on the new Smith-Corona 400 Electric. Result? Faster, more efficient work with less effort than ever before possible. Inside, the 400 is engineered for nine-to-five operation. Result? A dependable electric that will produce print-perfect letters and statements. Call your Smith-Corona representative today for a demonstration of the new 400 Electric.

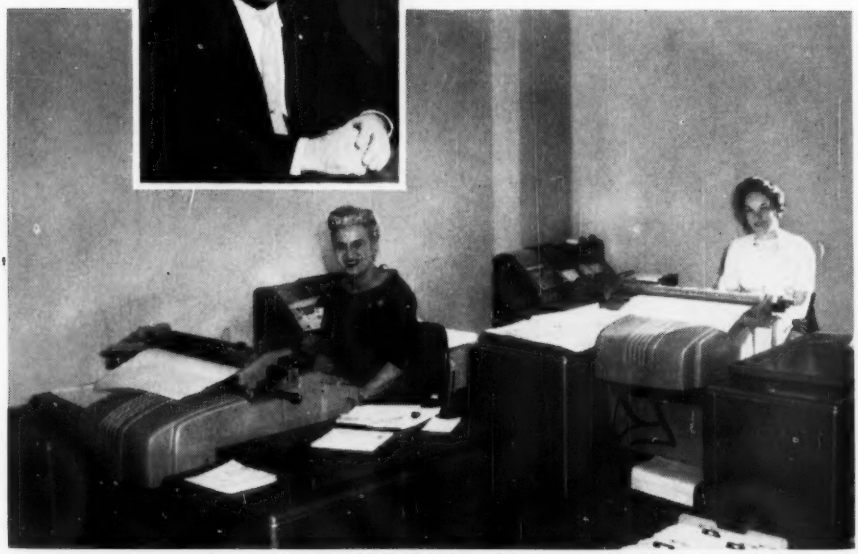
FREE 64-PAGE "BUYERS' DIGEST OF TYPEWRITER FACTS." The complete, colorful, informative guide to typewriters, compiled by Smith-Corona to give you all the facts you need before you buy. For a free copy, call your Smith-Corona representative or write Smith-Corona, 410 Park Ave., N.Y. 22, N.Y. No obligation, of course.



SCM SMITH-CORONA
DIVISION OF SMITH-CORONA MARCHANT INC.

For More Information Circle No. 326

HAROLD A. SYKES, TREASURER of
The F & M Schaefer Brewing Co.



THIS NATIONAL SYSTEM paid for itself in less than two years.

"Our *National* System with Card Punch Couplers returns 61% annually on our investment!"—The F & M Schaefer Brewing Co., *Brooklyn, N.Y.*

"Since installing this National System, we have eliminated many steps leading to electronic data processing.

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"Best of all, our Modern National System with Card Punch Couplers returns 61% annually on our investment!"

Harold A. Sykes
Treasurer of
The F & M Schaefer Brewing Co.

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*TRADE MARK REG. U. S. PAT. OFF.

*National**

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ADDING MACHINES • CASH REGISTERS
ELECTRONIC DATA PROCESSING
NCR PAPER (NO CARBON REQUIRED)

THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio
1039 OFFICES IN 121 COUNTRIES
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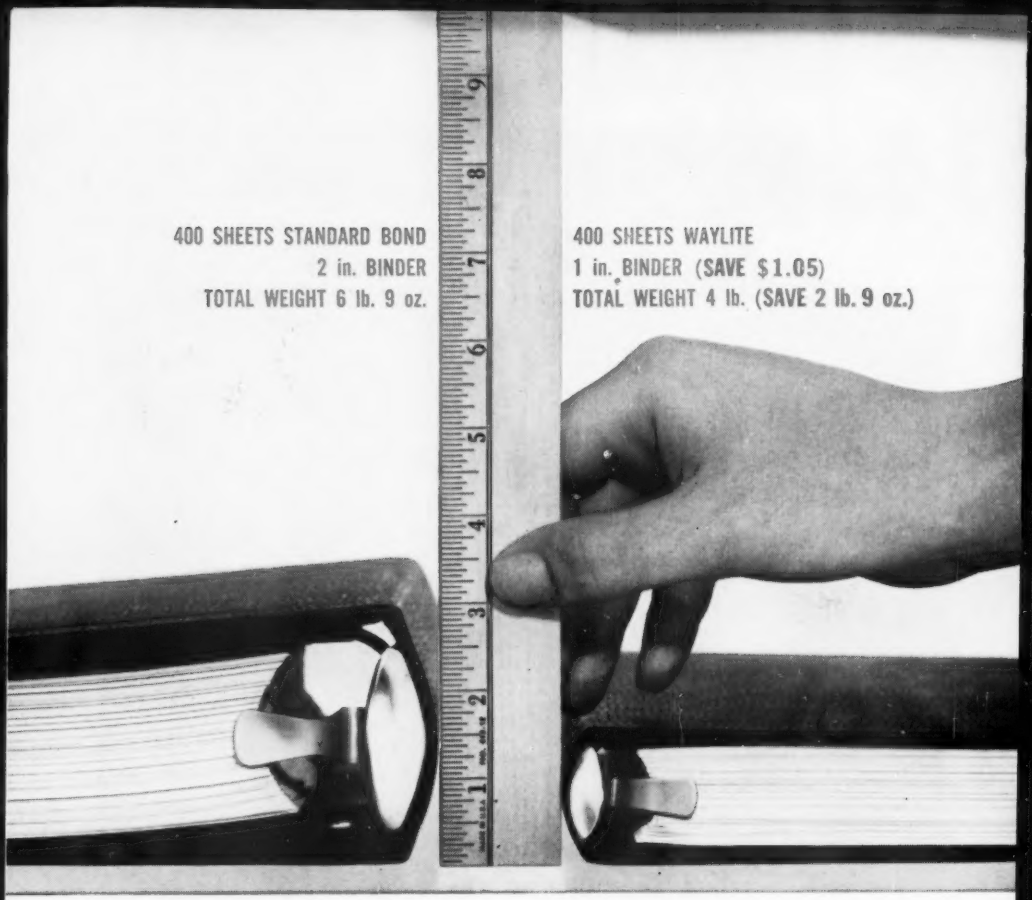

WEIGH THE FACTS . . . AND YOU'LL CHOOSE WAYLITE. Here's a good cost-cutting tip: look into WAYLITE Lightweight Papers for your next printing job. WAYLITE gives you lots more finished pieces per pound . . . and it saves on postage. That's because WAYLITE weighs less, mails for less. In February, 1960, one large firm saved $4,000 just this way.

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Packaging Division · Ecusta Paper Products

For More Information Circle No. 229

The Office
Magazine of Management · Equipment · Methods

DECEMBER, 1960
VOL. 52, NO. 6

How to Set Up and Operate a Records Storage Center 12
How to determine which records are inactive, estimate the space and equipment required for low-cost storage, transfer records to the center, control and retrieve them. J. F. CUMMINGS & W. B. SADAUSKAS

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How a Swedish Firm Planned a Functional Office Building 73
Here's real functional planning. The building and every piece of office furniture in it were designed to the same module. This provides flexibility and economy for a growing company. BENGT ANDREN

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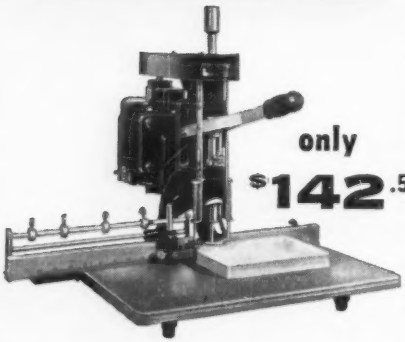

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The Office®
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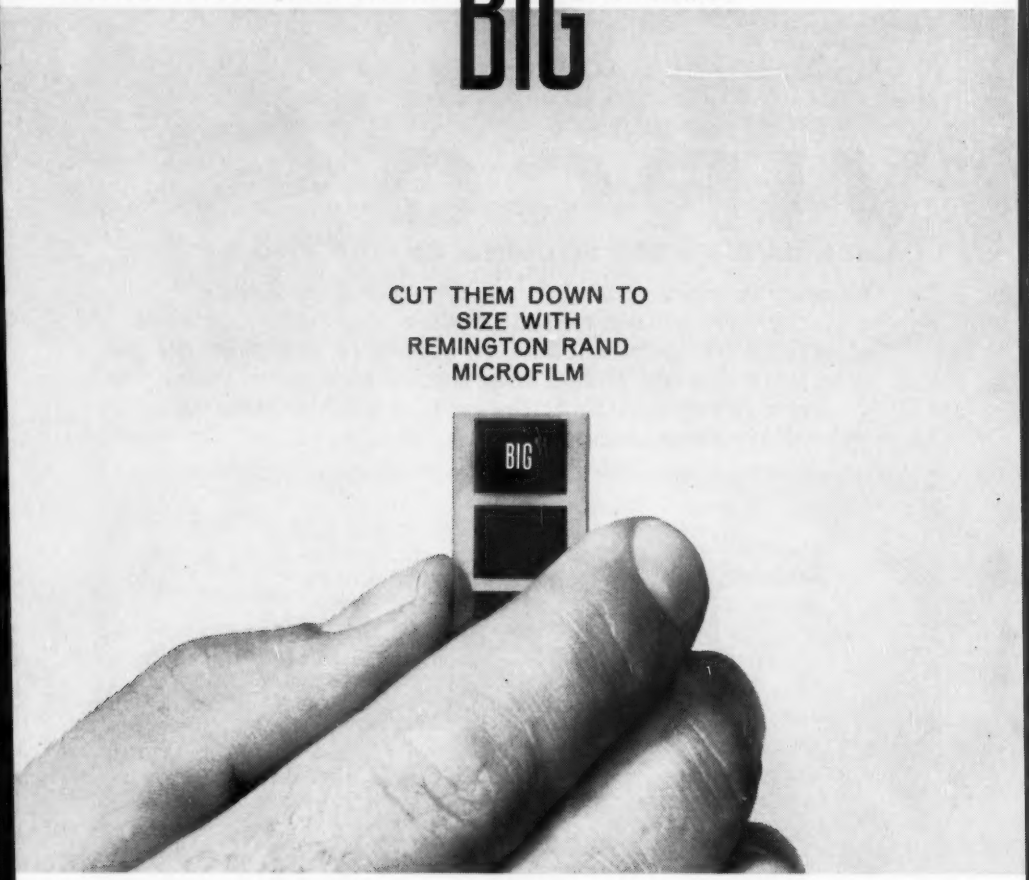
Business record problems too BIG to handle?



Remington Rand Microfilm cameras and equipment give fast, efficient solution to record storage, protection and copying!

Prove to yourself how Remington Rand micro-filming can solve space, storage and copying problems as well as help you devise new office techniques and systems. Even more important, Remington Rand microfilm experts are always available to you to *diagnose* record problems—help you train personnel in modern microfilm techniques. Learn all the advantages of Remington Rand Cameras—the best of the portables and stationaries—and all the supplementary equipment and services that go with them . . . see what they can do for your particular business operation. Get all the information on the complete microfilm line—Remington Rand! Use the attached coupon now—no obligation, of course.

For More Information Circle No. 360

Remington Rand Systems
DIVISION OF SPERRY RAND CORPORATION
122 East 42 Street, New York 17, N. Y.

Remington Rand Systems
122 East 42nd Street
New York 17, N.Y.

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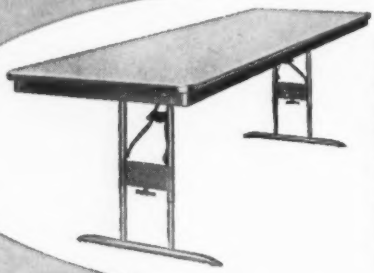

VIRCO-MATIC Series of Cafeteria and All-Purpose Folding Tables adjust easily to any height from 21" to 31"—in one-inch increments. Heavy gauge tubular steel legs and non-glare linen pattern Vircolite plastic tops banded with aluminum.

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For More Information Circle No. 212

The Office PRODUCT INDEX

This index, prepared for your convenience, lists the products and services advertised in this issue. Refer to pages listed for information on each. Further details can be had by writing manufacturer direct, or by use of reader inquiry card.

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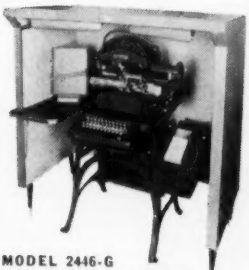
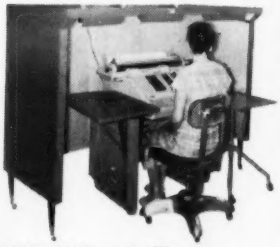
Soundproof all office machines!



MODEL 2446-G
used with GRAPHOTYPE



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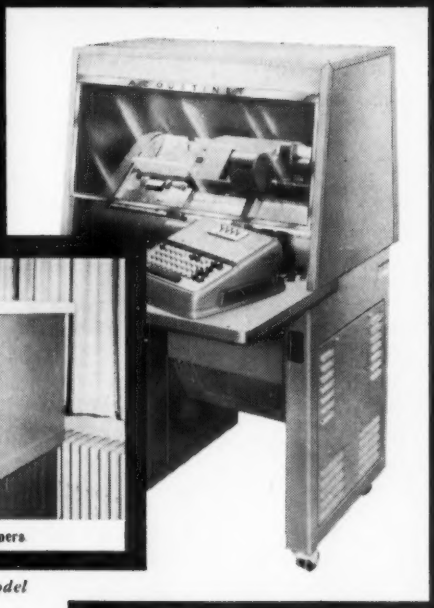

MODEL SW For Flexowriters-Computypers

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P.O. Box 2391C
Buffalo 23, New York

With the new model IDP-100, 50% noise reduction is guaranteed and general office appearance considerably improved. For Key Punches, Verifiers, etc.

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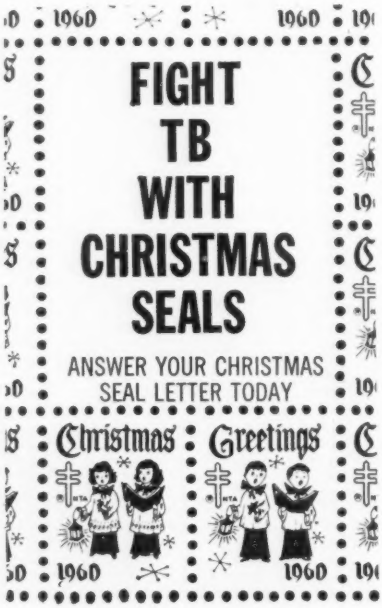

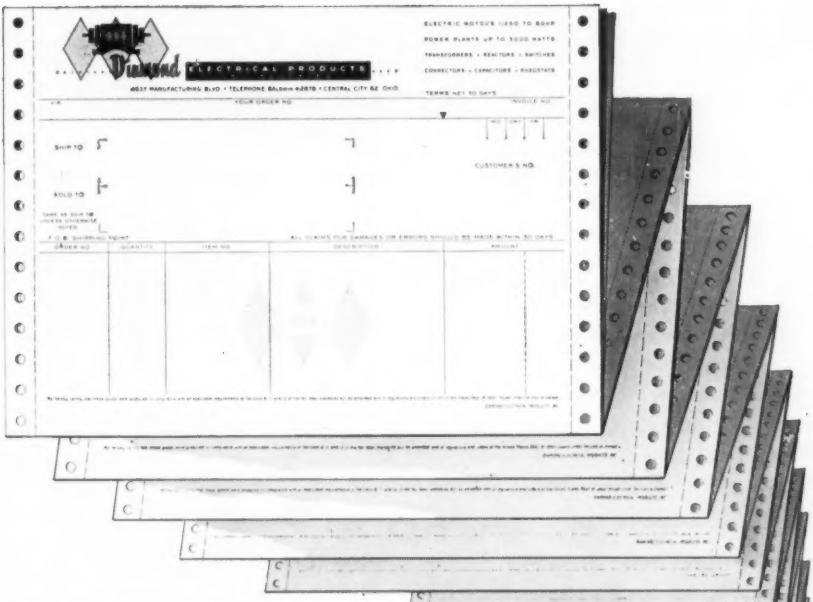

NOW...colorful, Continuous Forms to enhance your corporate image!

Now available from Reynolds & Reynolds, continuous forms to match your family of flat forms in colorful design and beauty . . . enhance your corporate image . . . work as an advertising and selling tool to favorably represent your company and its products . . . in addition to cutting paper work.

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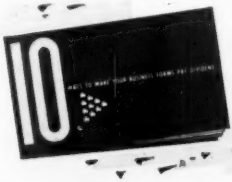


Write to The Reynolds & Reynolds Company, Dayton 1, Ohio, for this free booklet "10 Ways To Make Your Business Forms Pay Dividends"

The Reynolds & Reynolds Company

DAYTON, OHIO • CELINA, OHIO • DALLAS, TEXAS • LOS ANGELES, CALIFORNIA

BUSINESS FORMS AND SYSTEMS SINCE 1866

Also manufacturers of Post-Rite Pegboard Accounting Systems

For More Information Circle No. 219

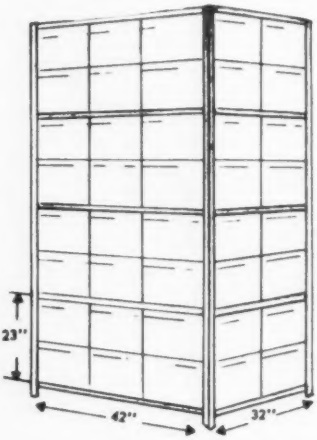
How to Set Up and Operate A Records Storage Center

J. F. CUMMINGS and W. B. SADAUSKAS
Records Administration Dept., Management Services, Union Carbide Corp., New York

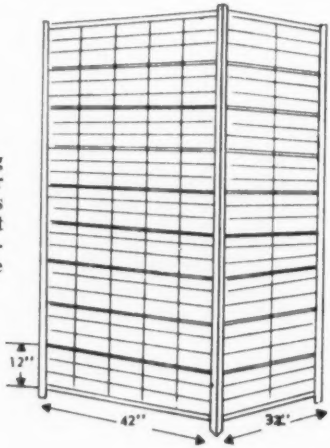
A RECORD should remain active in a department only as long as it is needed for daily operating efficiency. At the end of that period, the record should be moved to a records center where it should stay for the rest of its life. A file cabinet occupies costly office space and is high priced storage. Only records which are currently useful should be kept there. Keeping a record beyond that makes files unwieldy, slows filing and finding, and adds to filing equipment costs.

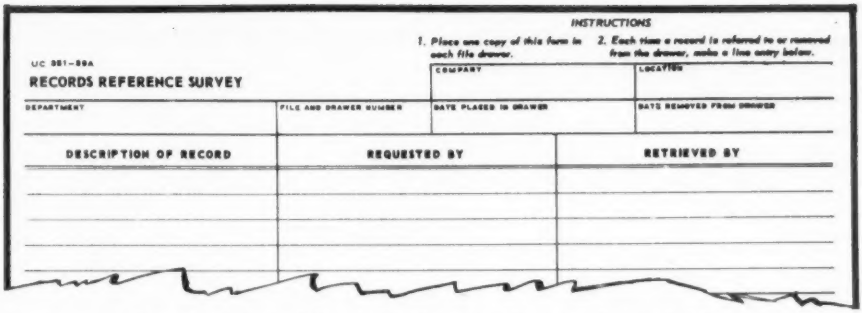
In the type of records center described here, a record can be economically and safely stored in a carton on steel shelving which provides substantially greater storage capacity at low cost. A single unit with four double shelves (32″ x 42″) will hold the entire contents of six four-drawer file cabinets. Housing 48 cu. ft., the shelving and cartons cost about $60 or $1.25 per cu. ft. for equipment. A four-drawer file holds 6 cu. ft. and costs approximately $100, or $16.67 per cu. ft.

To determine how *active* your records are, use a records reference survey form for any file drawer about which there is any question. Place one copy of this form in a folder at the front of the drawer, identifying the cabinet and drawer number on the form. Each time a record in the drawer is consulted, make a line entry on the form. After a month or two, the form will indicate precisely which records in the



The same shelving unit as used for standard records storage cartons (at left) and for tabulating card storage (at right).





UC 551-59A

RECORDS REFERENCE SURVEY

INSTRUCTIONS

1. Place one copy of this form in each file drawer.
2. Each time a record is referred to or removed from the drawer, make a line entry below.

COMPANY	LOCATION

DEPARTMENT	FILE AND DRAWER NUMBER	DATE PLACED IN DRAWER	DATE REMOVED FROM DRAWER

DESCRIPTION OF RECORD	REQUESTED BY	RETRIEVED BY

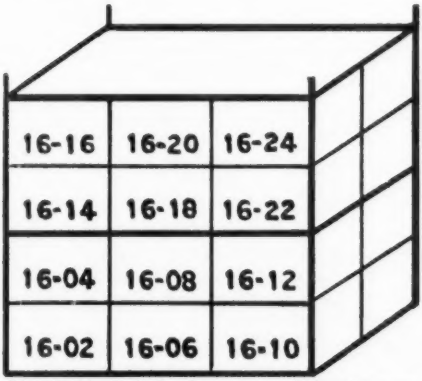
A survey form is used to determine which records are active and which are not.

drawer are being used and which are not.

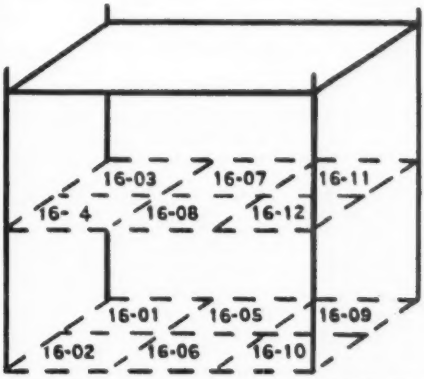
The principal equipment required for a records center is shelving, records cartons, stepladders, hand trucks and work tables. Each double shelf (32″ x 42″) holds 12 standard cartons. Suppliers of shelving will advise regarding the strength and bracing of shelves when they know the size of cartons, weight of material and proposed layout. The same equipment can be used for storing tabulating card containers except that shelves are spaced 12″ apart and each shelf divided into 30 (rather than 12) storage location areas.

Shelving units are fastened together (side by side and back to back) to form rows or banks. Allow at least 30″ for aisle space. The arrangement of rows or banks is determined by the physical dimensions of the areas selected as the records center. Each shelving unit, starting from the left of room entry, is numerically identified.

Each shelf of a unit is divided into 12 storage spaces for 12 cartons. Each carton is assigned a two-part number:



Numbering of the front records cartons on the lower two shelves of unit 16. Even numbers are in front.

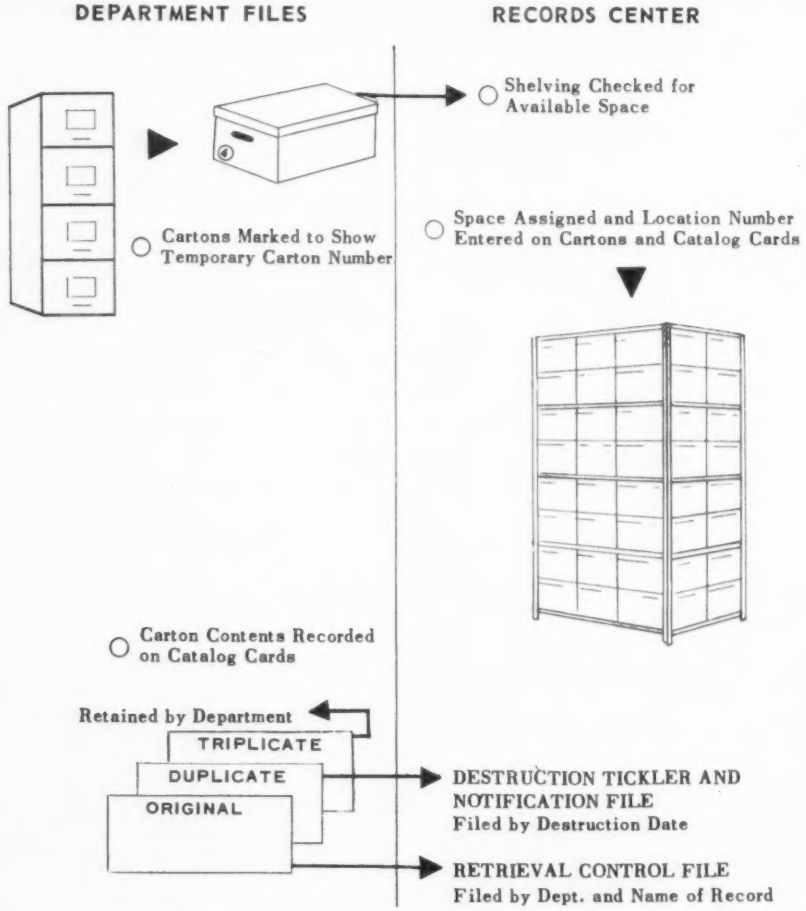


Numbering of all cartons on only the one bottom shelf of unit 16. Odd numbers are at rear.

the first part identifies the unit and the second part identifies the storage space within that unit. Storage spaces are numerically identified from the bottom to the top shelf. Even numbers are assigned to space at the front of a shelf, and odd numbers space at the rear of a shelf.

Each shelf of a shelving unit is stocked with 12 records cartons. The top shelf may be stocked with as many as 18 cartons. Each carton should be labeled with the number of the shelf storage space it occupies.

The final floorplan for ordering the installation of shelving will depend on

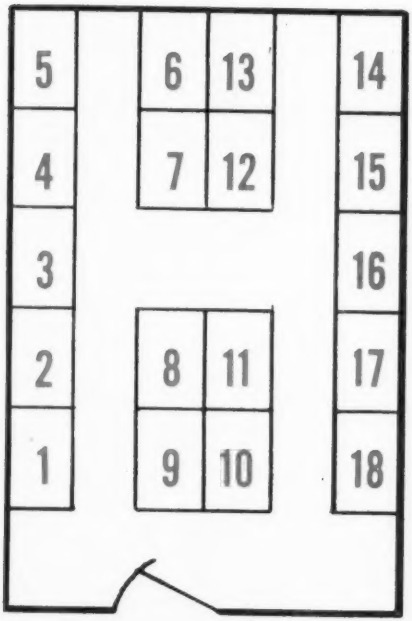


Procedure for shipping and receiving records for storage.

DEPARTMENT

○ Request made by name of record.

Procedure for retrieving records from storage.



This typical floorplan of a records storage department shows the numbering of shelving units. Aisles should be 30-32″ between facing shelves; 48″ for main aisles.

RECORDS CENTER

○ Check to determine carton number and manner in which record is filed.

○ Record taken from carton and carton number noted on record.

○ Charge-Out card prepared and inserted in place of record.

○ Record Return Request Form is stamped on record requested.

PLEASE RETURN TO
RECORDS CENTER
ON OR BEFORE

_____
(DATE)

○ Follow-Up Card is prepared and placed in follow-up tickler file.

RECORDS CENTER FOLLOW-UP CARD

CHARGED OUT TO	DEPARTMENT	REQUEST DATE
NAME OF RECORD		CARTON NO.

CUTTING COSTS IS OUR BUSINESS

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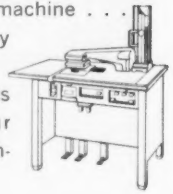

Let us demonstrate how Addressograph Methods cut costs of payroll record writing. Contact your nearby Addressograph office, or write Addressograph-Multigraph Corporation, Cleveland 17, Ohio.

Addressograph-Multigraph

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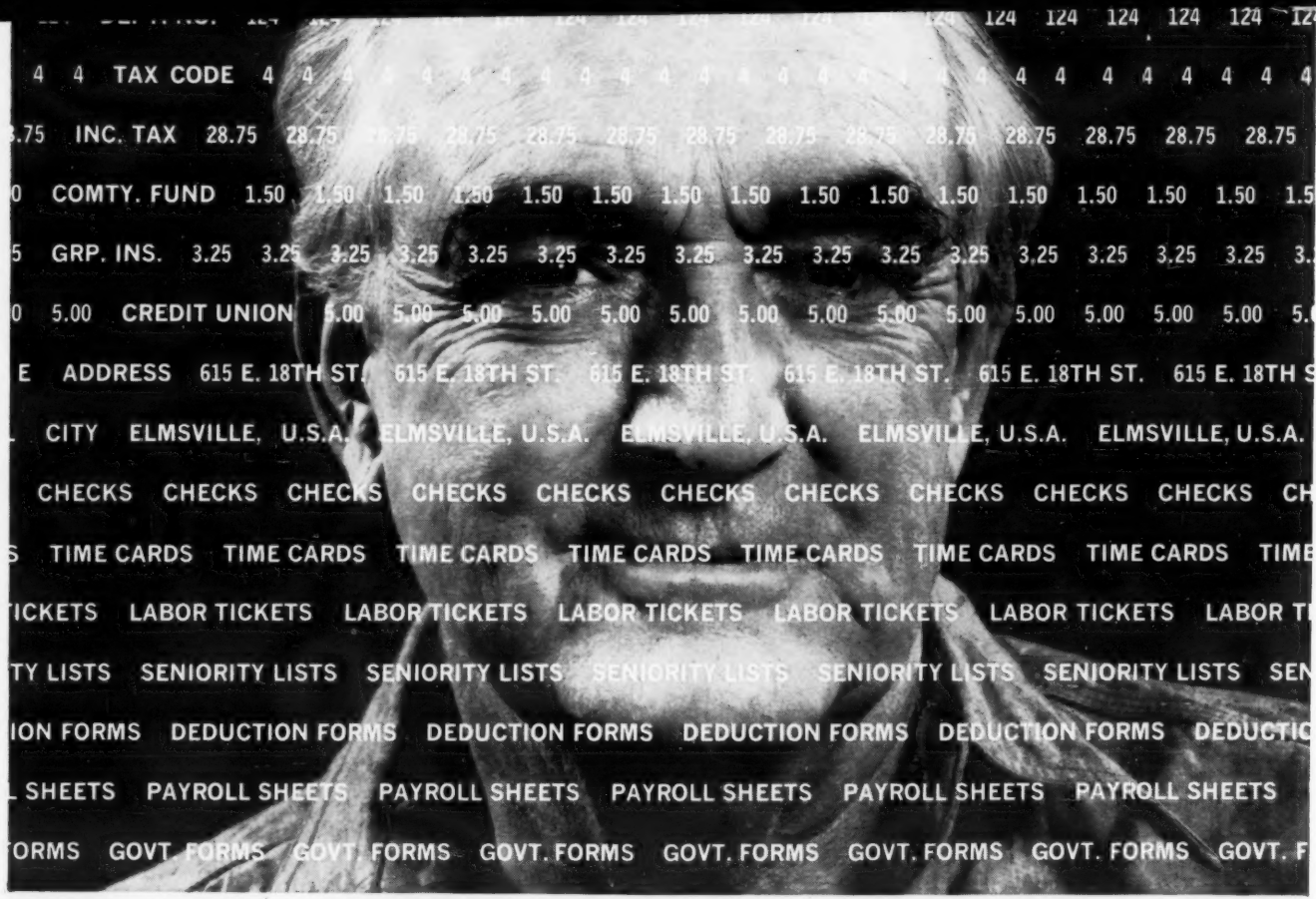

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3M COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW

Number of Standard Records Cartons	Square Feet of Floorspace Required* If Cartons Are Stacked			
	8 High	10 High	12 High	14 High
2000	732	599	510	447
3000	1100	900	766	671
4000	1464	1198	1020	894
5000	1832	1499	1277	1218

One Letter-Size File Drawer = 1½ Cartons. One Legal-Size File Drawer = 2 Cartons.

*Includes aisle and work space.

Use the above table to estimate the floorspace required

the shape of the space available, location of pillars, doors, windows, etc. Aisles of 30″ to 32″ between shelves and 48″ for main aisles are adequate for movement of hand trucks and ladders and placing or removing cartons from shelves.

The standard records carton (15″ x 12″ x 10″) conveniently accommodates letters or legal size records. It is letter size wide and legal size long with hand grips at both ends. Carton and cover are delivered flat. They are made ready for use merely by folding;

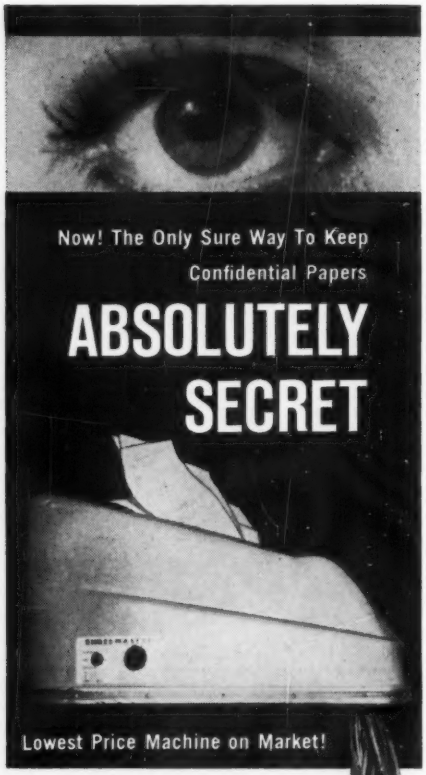
RECORDS CENTER CATALOG CARD

NAME OF RECORD	DEPARTMENT
A	B

CARTON				RECORDS CENTER LOCATION NUMBER
TEMPORARY CARTON NUMBER	DATE SPAN		FILE RANGE	
	FROM	TO		
C	D		E	F

DESTRUCTION NOTICE		
SCHED. DESTR. DATE	ACTUAL DESTR. DATE	DESTROYED BY
G		

A. Name of record as it is referred to in office. B. Department transferring record. C. According to number of cartons shipped. Number appears on corresponding carton. D. Month and year of oldest and youngest record in carton. E. For alphabetic files, first and last letter in carton; for numeric files, first and last number in carton; for subject files, first and last subject in carton. F. For records center use. G. Add record's retention period to date of youngest record in carton for this date.



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Freeport, N. Y.

For More Information Circle No. 247

no staples or tape are required.

For the contents of a letter-size file drawer 1½ cartons are needed. Two cartons will hold the contents of a legal file drawer.

Number the cartons with a temporary or transfer number in sequence: 1, 2, 3, etc. Write this number in the lower left corner of each carton. This number sequence should be consistent with the filing sequence of the records. For example, records that are filed alphabetically A to D are placed in carton 1; E to J records go into carton 2, etc.

A records center catalog card is used for recording the contents of the cartons, and also for cataloging, identifying and retrieving any record in the center. It should be prepared in triplicate by the person shipping the record, or it can be prepared at the records center. If different records are packed in the same carton, a records center catalog card is prepared for each record. If the same record is packed in two or more cartons, only one catalog card is prepared.

It is not necessary to keep cartons containing related records in the same shelf space area. The space number that a carton is to occupy should be written in the lower left corner of the carton above the temporary number and recorded on the records center catalog card. The original copy of the catalog card is filed alphabetically by the name of the record. The duplicate copy is filed by destruction date (month and year) in a destruction file.

When a record is requested from the records center, the catalog card is

(Continued on page 88)

Olympia precision typewriters

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...write best of all ... because they're built best of all

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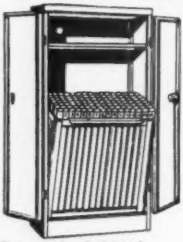

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Mechanized Handling Of Paper Cuts Costs

COST REDUCTION engineers agree that the office is often a rewarding place to conduct a survey. The attention of management is usually focused on the plant production or assembly line as the traditional "cost reduction area," and the office escapes the attention of all concerned. In one case, an alert engineer reported that of 87 people in an office, only 62 were actually required after job evaluations had been made and paper handling tasks cut down to their essential number.

A new concept in office automation for faster movement of paperwork is the paperwork conveyor around which an entire operation is grouped. The object is a reduction in manhour requirements for a given flow of work. The opportunity of dollar savings by elimination of manual paperwork handling can be as significant as savings achieved in production departments.

A paperwork conveyor installed in an eastern airline reservation office enabled the company to handle a 25% increase in business with no additional help. The ability to give faster service to customers and allied departments is another result. A midwest chemical company was able to reduce waiting time for highway truckers from as much as two hours to a few minutes. The method was to process bills of lading progressively over an office conveyor. As a by-product, this system reduced demurrage charges on the company's own freight shipments.

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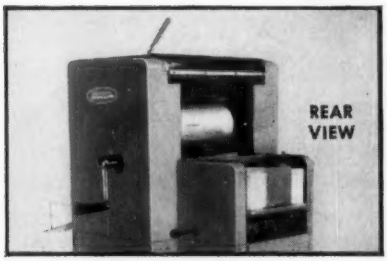

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work and a consequent job improvement is illustrated by photo below. This particular application of the conveyor carries messages from the Teletype room to order clerks at the other end of the building. The work comes to the operators. This is the same principle that applies in the plant: keep the work moving and the operators producing.

Each case will be somewhat different, depending on the situation remedied and the volume of paperwork handled. Here are typical benefits: (1) cost is eliminated of physically transferring paperwork from one operation to the next; (2) batching paperwork is eliminated; there is no deep-freeze in the outgoing basket and no concurrent waiting for receipt of work; clerks produce more because they remain at their stations; (5) processing cycles can be broken into a series of simplified steps for quicker training and easier learning on the part of workers; (6) streamlining the operation brings reduced space requirements in 90% of the cases; (7) because the time cycle is cut and paperwork is processed as soon as received, service to customers is speeded. **For More Information Circle No. 195.**

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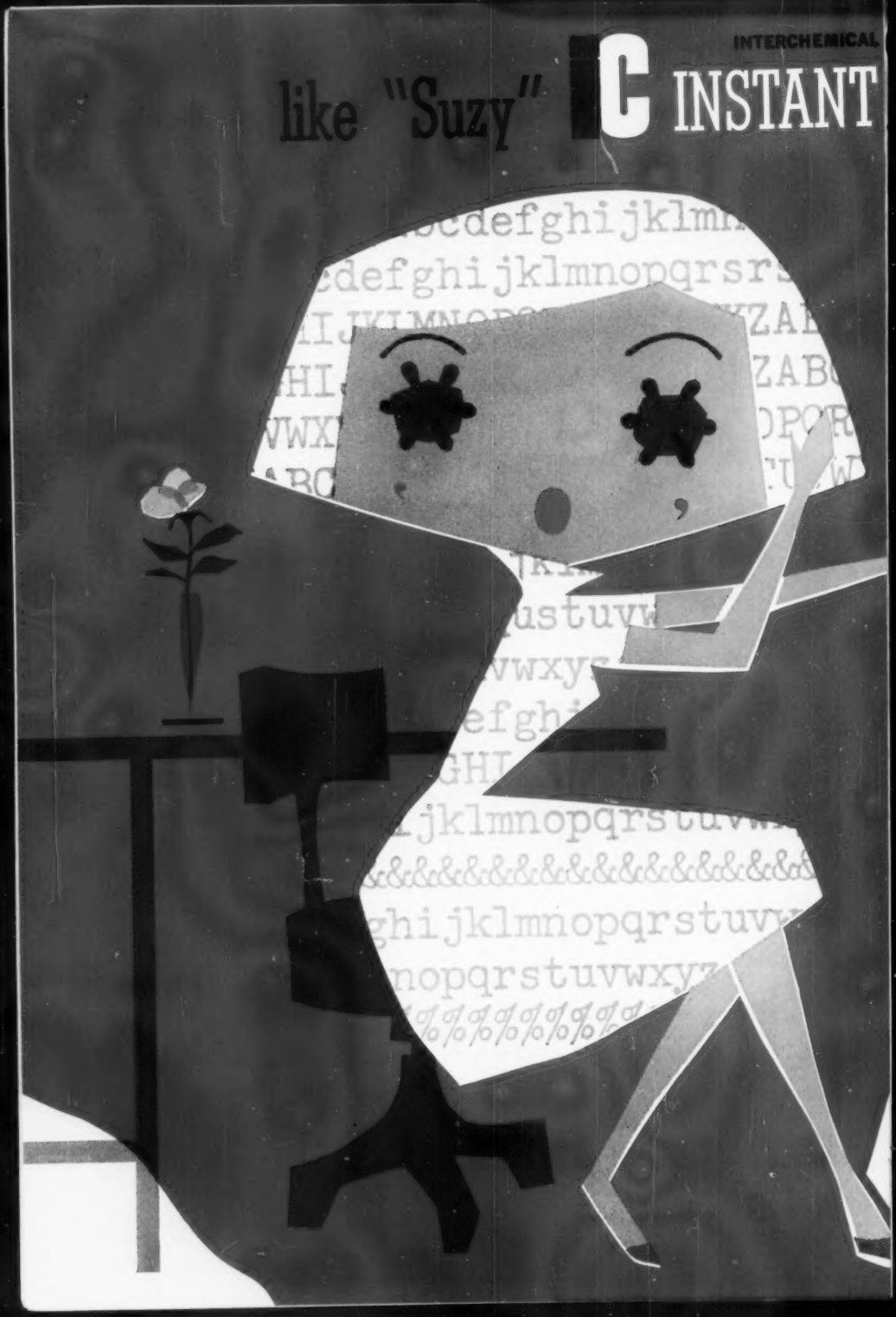
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TO SELL
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all metal
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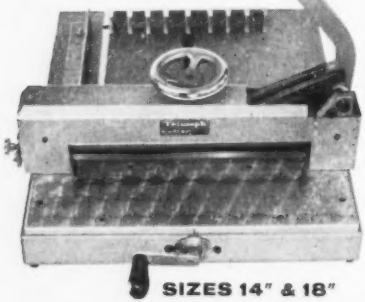

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How to Improve the Efficiency of Those Who Must Stand At Their Work

EUGENE BEHRSTOCK, President,
Ace Lite-Step Co., Chicago

MANAGEMENT could save money by making personnel who must stand at their work more comfortable. This is the burden of a series of tests carried out with employees in this category. They included machine operators, filing clerks, counter clerks, and many others.

The objective of these studies, conducted by our company, a manufacturer of floor matting, was to determine to what extent the alleviation of the excessive fatigue caused by standing for long periods on hard floors affected work output, the quality of the work, the number of accidents, the amount of spoiled work, and the general labor turnover. A floor matting specially designed to reduce standing fatigue was used in the tests.

A marked improvement was evident in almost all categories when workers were treated to the antifatigue matting, which relieved the strain on their entire body created by prolonged standing on hard floors.

Podiatrists report that standing for long periods of time is one of the

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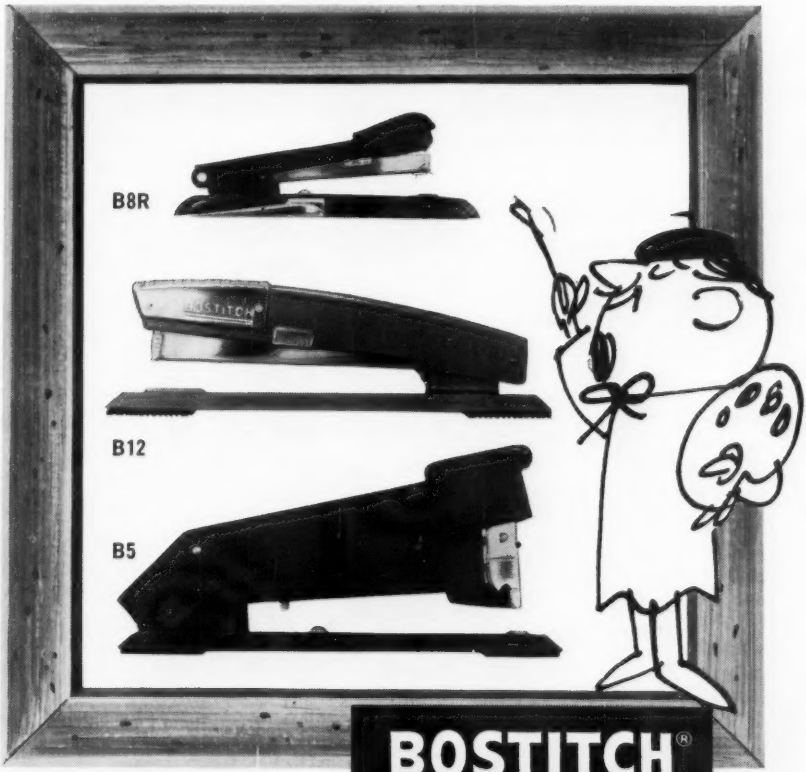
You'll like what you see when you examine Bostitch staplers at your stationer's. You'll find their cost is only a fraction of the time and money they can save you. See them soon.



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For More Information Circle No. 202

most fatiguing activities one can engage in. It's probably easier for a man or woman to walk several miles than to stand on a bus or subway for a long ride home. In walking, the feet are momentarily relieved of weight bearing after each step. When standing, there is continuous strain. This is why many of a podiatrist's patients are people who stand at their work.

Time study engineers normally figure that 10-35% of a working day is lost due to fatigue. The higher percentage represents workers who must stand at their work. When the amount of work produced in the office and elsewhere is measured by wages, management frequently gets only 65c of work for every $1 paid.

In one study of supermarket clerks, the four girls in the experiment worked from 10 a.m. to 7 p.m. Because the store was located in an area that included a disproportionate percentage of working women, its peak period was between 4-6 p.m., the end of the working shift and the time when most workers naturally show the effects of fatigue in their work.

In this case, the period when the girls needed to be most efficient was the period in which they made the most mistakes and worked at the slowest speed. It took them longer to check

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for SMALL and LARGE SPACES

JAN 23 '57

FORCE Daters fit the space of all office forms. Model 400 is ideal for narrow spaces—inventory, ledger, sales cards etc. Date changes with stylus. Model 450 is all-purpose dater; month changes automatically after 31st day change. Bold day figures are easy to see.

Write for Catalog

NOV 26 1970

WM. A. FORCE & CO., Incorporated
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For More Information Circle No. 321

Are your customers paying your postage?

If your mailing scale is old, inaccurate, and underweighs, your mail is going out with insufficient postage. And arrives "Postage Due" —which adds no luster to your business repute. Some companies refuse to accept "Postage Due" mail. So back it goes to you, to pay the postage due, plus postage for remailing, not to mention the delay.

Or if your old scale overweighs, *you're wasting postage. A few* overpayments *of four cents each day can dribble away a lot of petty cash in a year.*

Have you checked your mailing scale lately?

Pitney-Bowes scales are precision made. The automatic mechanism doesn't deteriorate with use, keeps its accuracy year after year. The hairline indicator registers instantly, shows the exact postage required. The chart markings are big, and easy to read. Mailing is faster, easier. And every letter or parcel has the right postage.

Pitney-Bowes makes seven scale models. One for parcel post has 70 lb. capacity. One has an international postage chart, for foreign mail. One is a beam scale, for the small office. Ask the nearest Pitney-Bowes office to show you the scale you need. Or send coupon for free illustrated booklet.

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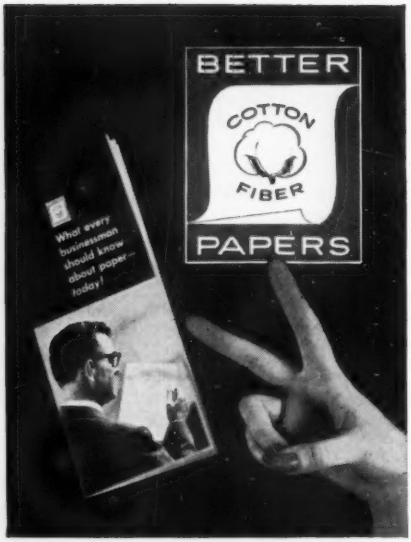
For More Information Circle No. 208



Two guides that point the way to better paper buying

The free booklet tells *why* papers made with cotton fiber offer you more in prestige, permanence, performance. The "Better Papers" emblem tells *who* makes them. Send for the booklet; watch for the emblem.

BETTER PAPERS ARE MADE WITH COTTON FIBER

Cotton Fiber Paper Manufacturers,
122 East 42nd Street, New York 17, N. Y.

LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

For More Information Circle No. 240

out an order during the peakload period, they made more mistakes in their tabulations of prices, and they grumbled more at the customers and with each other. Absenteeism was consistently high, as the girls complained of a number of ailments, particularly severe backaches.

Matting with a ¼″ sponge rubber base topped by ⅛″ corrugated rubber was installed behind two of the checkout counters. The base had a waffle-weave pattern molded into the top and bottom. This created air pockets, providing a cushioning effect far beyond that of plain sponge rubber. After installation of the matting, these results were noted:

1. 28% increase in the number of customers handled.
2. 40% decline in wastage due to carelessness.
3. 31% decline in inaccurate tabulations.
4. 53% decline in absenteeism.
5. Noticible improvement in employee morale.

This is typical of the results obtained when antifatigue matting is installed at work stations where employees need to stand for long periods. The studies suggest that the cushioned matting actually acts like the springs of a bed in that pressure is redistributed over a wide area of the foot rather than concentrated at major points of contact.

With so many employees subject to some form of foot trouble, backaches and other manifestations of strain from standing, management can logically assume that relief of this strain will improve employee work effort. **For More Information Circle No. 103.**

The WORLD'S FINEST File Folders

cost less to own . . . less to use

Barkley TAB

MAGNIFYING - ANGLED - INDESTRUCTIBLE

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FOR A FREE SAMPLE, Circle No. 101

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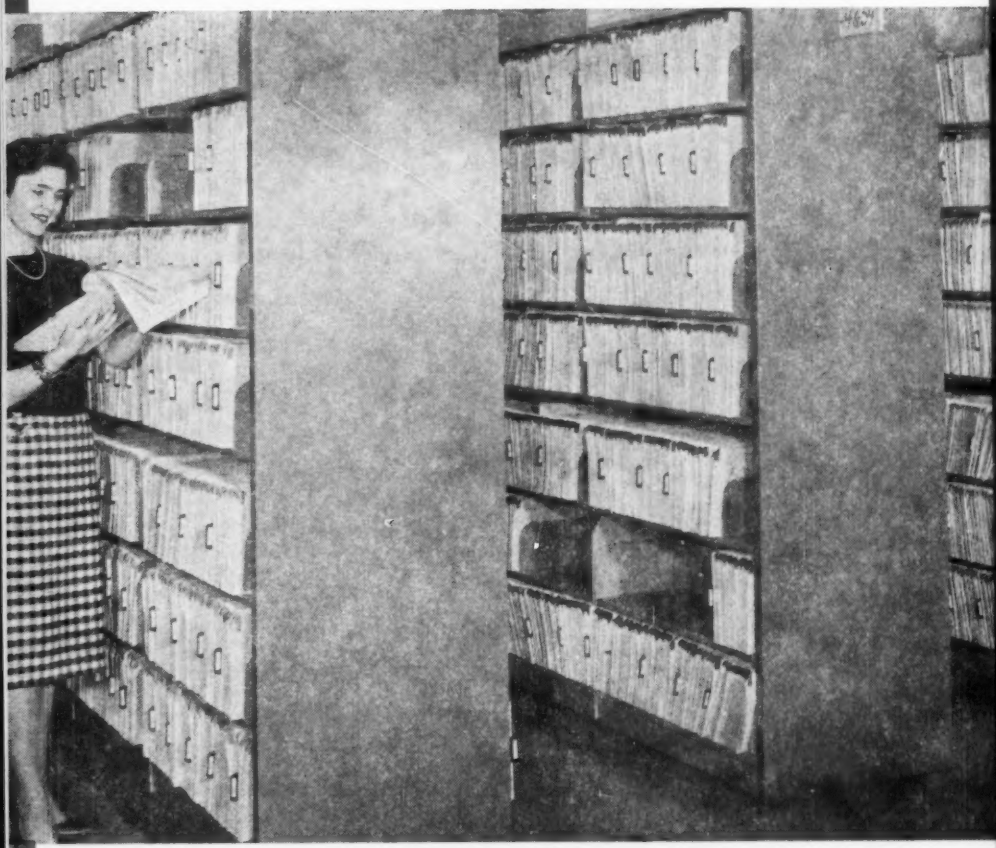
SAVE • MONEY • SPACE • TIME

with SHELF FILING

BARKLEY co-ordinated FILING SUPPLIES
MAKE SHELF FILING EASY TO USE

FIND OUT HOW - Circle No. 102



C. L. BARKLEY & CO.
"Most Experienced in Shelf Filing"
1220 W. VAN BUREN STREET CHICAGO, 7, ILL.

More About Office Heating Fuels

THE COMMENTS following refer to the article, "Learn More About Office Heating Fuels," which appeared in the September issue of THE OFFICE.

The Case for Coal . . .

For fuel used in office buildings, coal has a very distinct price advantage over oil in all areas except perhaps a 100-mile fringe of the east coast and one or two spots near oil refineries inland. It is not necessary to fill a coal hopper, remove ashes, etc., except in older plants. Coal is delivered to our building through manholes and drops into a self-loading bin from where it goes automatically to the burner. No coal can be seen in the boiler room. It is burned and ash removed automatically. There are some 50 installations of this type which is known as Coal-Pak. Ours has been in operation over a year and our operators, who are also repairmen around the building, spend about the same amount of time in the boiler room as they would if the building were heated by oil or gas. Never do they handle coal or ash manually. I might add that this unit burns soft coal without creating smoke.—*Carroll F. Hardy, Associate Director of Marketing, National Coal Assn., Washington, D. C.*

. . . and Propane Gas

I feel the article was written from the New York City approach. In other parts of the country, liquefied-petroleum gas is used to a great extent, much more than electric. With many offices moving to suburban areas, there are only two possibilities for fuel: L-P gas and oil. — *Kenneth R. Dunn, President, TJC Propane, Inc., Evansville, Ind.*

Secretaries never die...

They just stay young indefinitely*— that is, if they use Kee Lox Grip-N-Pull carbon paper. Ask any girl who is already using it (and note how fresh and vivacious she looks—even at quitting time). She'll tell you what nice copies she gets, how clean they are. And she'll be equally enthusiastic over Grip-N-Pull's other features—automatic warning of last typing lines, automatic rotation, automatic alignment.

You too can stay young indefinitely* by letting Grip-N-Pull carbon paper make your work easier and pleasanter. And your boss will be interested in knowing that Grip-N-Pull, with all its advantages and long wear, still costs no more than regular carbon paper which does not have the exclusive patented features of Grip-N-Pull.

The only exaggeration (one we hope will cause a smile) in this message.

All carbons are removed quickly in one clean operation, using uncoated edge. Clean hands, clean work, clean desk.

Lower right of uncoated edge is die cut to tell how much space is left at bottom of sheet.

"Over Sixty Years of Good Impressions"

FREE SAMPLES WHEN REQUESTED ON COMPANY LETTERHEAD.

KEE LOX MANUFACTURING CO., Dept. O-120, Rochester 1, N. Y.
CARBON PAPERS AND INKED RIBBONS
Sold through KEE-LOX branches and selected independent stationers

For More Information Circle No. 320

How do you handle TRAVEL REIMBURSEMENT?

Since 1894 The Traveletter® System has provided leading companies with a unique plan for reimbursing travelers—with inherent controls found in no other system ... for instance

TRAVELETTER PROVIDES

- Controls to protect your company against unwarranted withdrawal of funds
- Nation-wide acceptance by hotels and motor hotels
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Descriptive Brochure Free

TRAVELETTER CORPORATION
GREENWICH 3, CONN.

"Traveletter"—Reg. U.S. Pat. Off.

For More Information Circle No. 319

Now at last a new modern, low priced electric foot warmer that will keep you healthy, happy and comfortable.

HELP PREVENT COLDS WITH ... ELECTRO-MAT

Check stand cashiers, secretaries, assembly line workers, housewives, office workers, theatre cashiers, machine operators, telephone operators, and many others throughout the country are now singing the praises of the Electro Mat. There is no further need to work all day with cold feet.

Safe and Economical.

Size 14" x 21"
Lightweight, portable
Consumes less power than a 100 watt light bulb.
Mail your check or money order today for ONLY

$7.95 Delivered

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Please send me ____ Electro Mats at $7.95 each.
IMPORTANT SAVING:
If 6 or more ordered, price is only $6.95 each.
☐ C.O.D. Enclose $1.00 deposit with order.
☐ Prepaid

Name ____
Address ____
City ____ State ____

Dept. 93 PLEASE PRINT CLEARLY

For More Information Circle No. 318

NEW Books

THE SOURCEBOOK OF SPECIALIZED MARKETS. National Business Publications, Inc., 1913 Eye St., N.W., Washington 6, D. C., approx. 150 pp., $2.25.

Chronicles the merits of business publishing through 150 years of growth. A compendium of data about specialized markets, with brief resumés of the purpose and scope of many of the leading business magazines in this country and Canada. Divided into five sections comprising Force for Specialized Marketing; Sources of Specialized Know-How; Targets for Specialized Markets; Prestige for Specialized Marketing; Leaders in Specialized Marketing.

NATIONAL FIRE CODES 1960-61. National Fire Protection Assn., 60 Batterymarch St., Boston 10, 7 vols., 5614 pp., $7 each, $40 set.

Vol. 1, Flammable liquids and gases; Vol. 2, Combustible solids, dusts, chemicals and explosives; Vol. 3, Building construction and equipment; Vol. 4, Fixed extinguishing equipment; Vol. 5, Electrical; Vol. 6, Transportation; Vol. 7, Mobile fire equipment, organization and management.

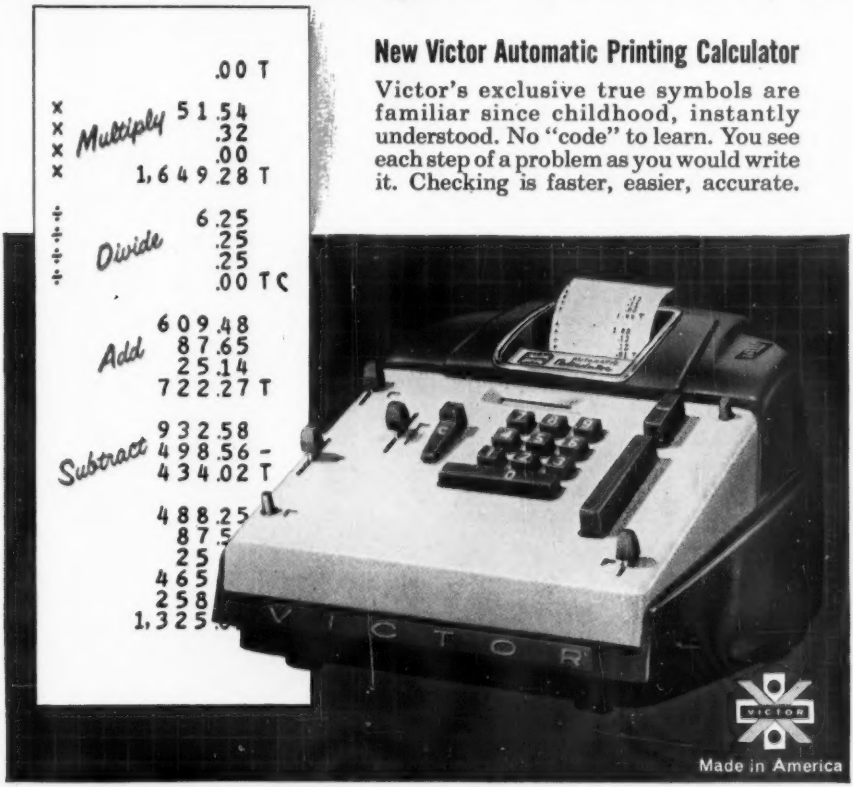
SELECTING EXECUTIVES. Government Printing Office, Washington 25, D. C., 38 pp., 20 cents.

Discusses the job of the executive, kinds of qualifications most generally relevant, and the selection methods that seem most valuable. Ask for Catalog D204. 2:Ex 3.

MANAGEMENT CONTROL SYSTEMS edited by Donald G. Malcolm & Alan J. Rowe. John Wiley & Sons, 440 Fourth Ave., New York 16, 390 pp., $7.25.

Consolidates expert testimony on management controls by some 30 experienced individuals in all areas of management. Makes a case for "designed" controls for better results. Gives great attention to computers and their role in this problem.

Easiest calculator tape in the world to read



New Victor Automatic Printing Calculator

Victor's exclusive true symbols are familiar since childhood, instantly understood. No "code" to learn. You see each step of a problem as you would write it. Checking is faster, easier, accurate.

Easy to use as an adding machine

No special training needed! With just one simple keyboard, Victor's Magic Motor Bar and Simpla-Key handle all transactions. Automatic Constant. Total Transfer. Credit Balance.

VICTOR
business machines

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Victor Adding Machine Co., (Canada) Ltd., Galt, Ont.

Yellow Pages

Victor Adding Machine Co. Dept. 0-12
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Please send four-color brochure on your new Victor Automatic Printing Calculator.

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Firm_____
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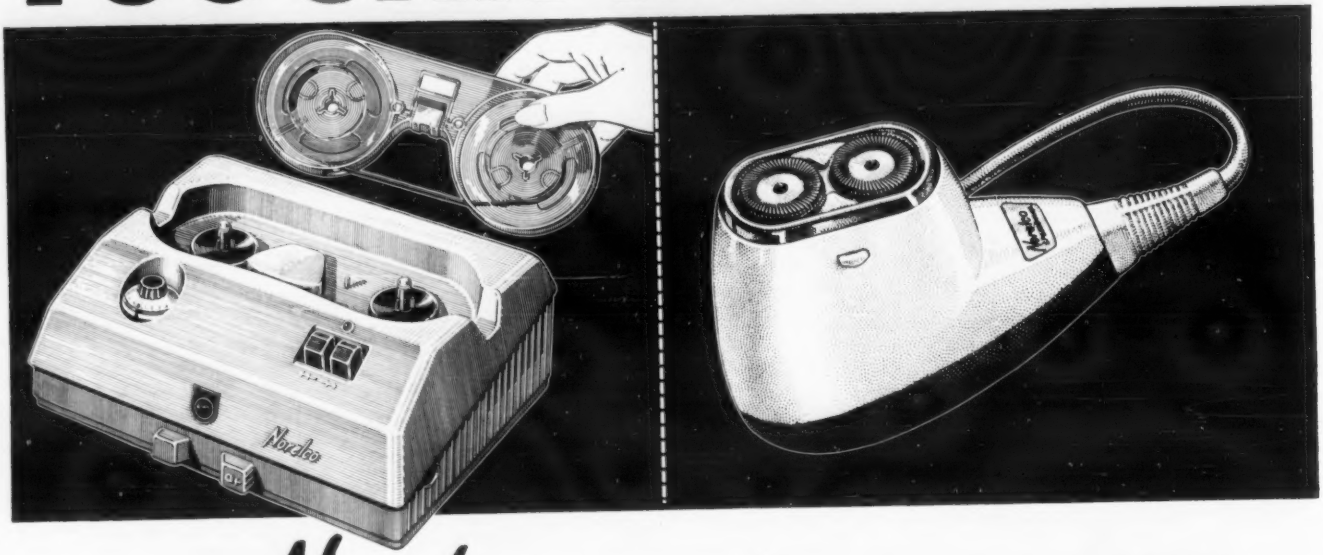
City_____ Zone____ State_____

For More Information Circle No. 300

YOU CAN WIN BOTH !



IN THE *Norelco*® DICTATING/TRANSCRIBING MACHINE

"5 o'clock...and all's well" sweepstakes

When You Win

THE *Norelco*® DICTATING/TRANSCRIBING MACHINE

For Your Office

You Also Win

A *Norelco*® SPEEDSHAVER (or LADY NORELCO)

For Yourself

BUT HURRY! CONTEST CLOSES IN JUST 15 DAYS!

25 first prizes, plus hundreds of other valuable prizes!
Anyone may enter. Nothing to buy. Just follow these simple rules:

1. Mail coupon shown below, requesting a free demonstration of the Norelco Dictating Machine. The demonstration will be at your desk, at your convenience, with no cost or obligation, of course.
2. When the demonstration is over, the Norelco dealer will give you an entry card. Limit one entry to a person. Just fill out the entry card and drop in the mail.
3. The final drawing of the sweepstakes to select the 25 first prize winners and the hundreds of other prize winners will be conducted on December 22, 1960, in the offices of, and under the supervision of, the Bruce, Richards Corporation. All entries postmarked by December 15, 1960 and received by December 20, 1960 are eligible.
4. Sweepstakes subject to Federal, State and Local laws and regulations. Winners will be notified no later than January 2, 1961!

THE *Norelco* DICTATING/TRANSCRIBING MACHINE

***All* the features you need...**
***Only* the features you need...**

Magazine Loading—Fumble-proof, jam-proof, no troublesome hand-threading! Takes just 2 seconds!
Extra-Long Dictating Capacity—More than ½ hour on one reel of tape.
Easy Portability—only 8 pounds; travels anywhere, fits anywhere. Used by thousands in car and boat.
Only 5 Controls—"for all functions"—where comparable machines require as many as 10: dictating, playback, fast-forward, fast-rewind, quick-review, quick-erase and stop.
True-Fidelity Sound—Superior sound speeds typing, makes transcribing a snap!
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Automatic Counter—extra accurate; can find and pinpoint a single word.
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only
$179.50
plus tax

CONTACT YOUR NORELCO DEALER IMMEDIATELY...OR...USE COUPON

I should like to enter the "Five O'Clock and All's Well" Sweepstakes. Please arrange for a free demonstration of the 50% Simpler Norelco Dictating/Transcribing machine, without obligation, on or about

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at (COMPANY NAME) _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

TELEPHONE _____

attention of (NAME) _____

TITLE _____

MAIL TO: ▶ **NORTH AMERICAN PHILIPS CO., INC.**
DICTATING EQUIPMENT DIVISION
230 Duffy Avenue, Hicksville, L. I., N. Y.

For More Information Circle No. 332

. . . the strip you zip from a pack of ODIN* office printing papers. "Zip" and the pack is a pouch for easy removal of Bergstrom's *quiet-white** mimeo duplicator or bond finish printing paper. Remaining paper tucks back in the pouch for neat, identifiable shelf storage. Later, pack your finished, printed work in ODIN's double-life pouch; then tape-seal. You'll save 10%-15% office printing paper loss, *plus* extra wrap and wrapping time, *plus* temper, hands and fingernails of your girl (or man) Friday.

ODIN samples from your paper merchant, or wire . . .

BERGSTROM PAPER COMPANY

NEENAH, WISCONSIN

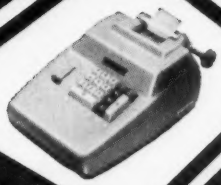
beautiful papers thoughtfully packed

*in readable colors, too

For More Information Circle No. 335

Another Achievement from Monroe

Compacted into a dynamic design not much larger than your telephone is Monroe's latest conversation-piece. Astonishing speed distinguishes this 10-key Adding Machine—one of the famous **Monroe Series E** with the "Velvet Touch." Cycling at 250 milliseconds, it will outpace and outproduce any machine of its kind. And its trouble-free durability rarely if ever needs the Monroe nationwide service organization that backs its guarantee. The Series E genuinely means ease, efficiency, economy—its surprisingly low price will save you up to one-third when you buy.



See the MAN from MONROE

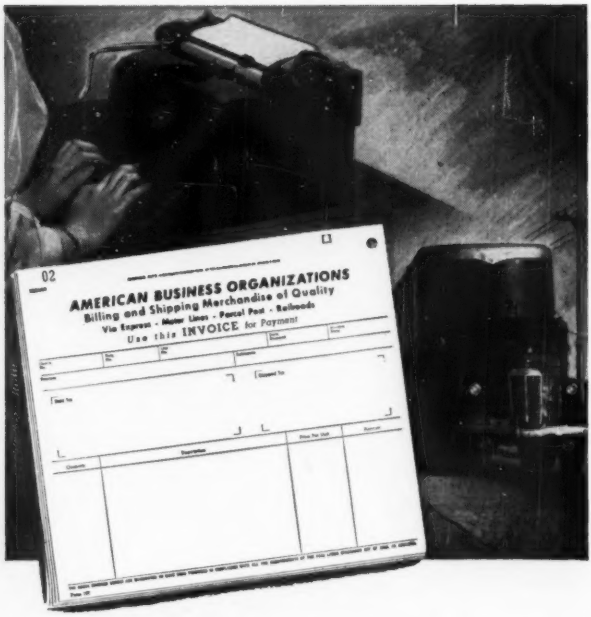
for CALCULATING
ADDING • ACCOUNTING
DATA PROCESSING MACHINES

A DIVISION OF LITTON INDUSTRIES

Monroe Calculating Machine Company, Inc. Sales and service in principal cities everywhere. General offices, Orange, N. J.

For More Information Circle No. 232

Combine all billing and shipping forms into one!



Regardless of how you bill or ship . . . whether by rail and truck exclusively, or by parcel post or express, or any combination of these . . . Baltimore Business Forms will combine all forms into one. Invoice, labels, packing slips, accounting copies and bills of lading, all to be typed at once.

Send for free samples or recommendations! At Baltimore Business Forms every representative is an experienced "system planner," capable of solving any business form problem. Write for samples or an unbiased recommendation. BALTIMORE BUSINESS FORMS, INC., 3144 Frederick Ave., Baltimore 29, Md.

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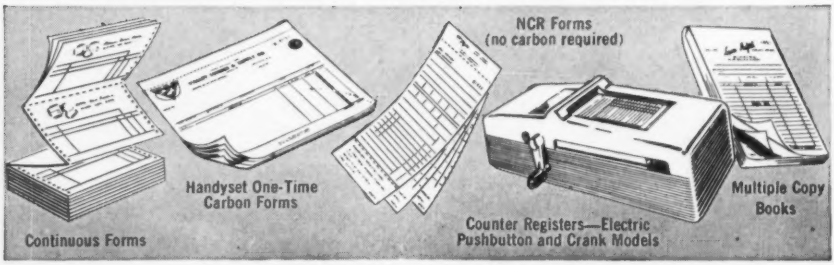
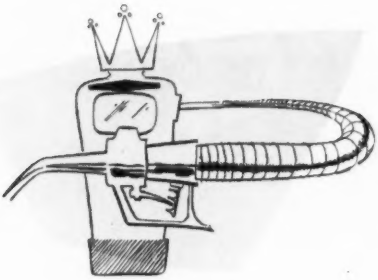


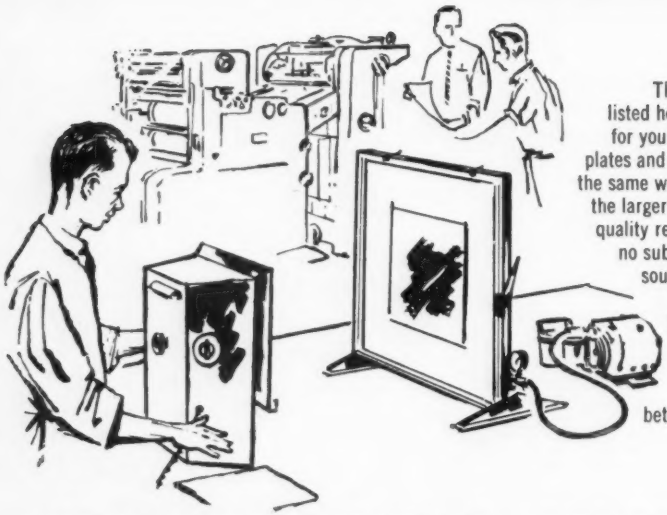
For More Information Circle No. 333



Only place you'll get

*Filing systems, guides, folders, pockets, expanding files, brief covers, hanging folders, wallets, carrying cases and other quality products to help you organize office records easily, efficiently, in less time.

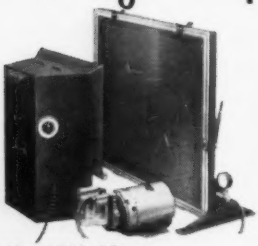
For More Information Circle No. 361

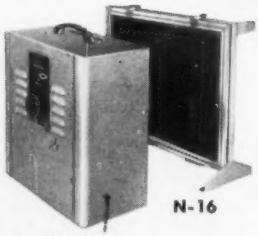


The inexpensive units listed here make it possible for you to make your offset plates and duplicating masters the same way they are made in the larger printing plants. For quality reproduction, there is no substitute for the point source light in a nuArc arc lamp. All units incorporate a "live" rubber one-piece molded blanket for perfect contact between flat and plate.

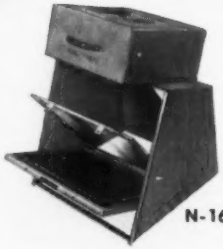
FINER REPRODUCTION—LONGER RUNS

when you expose with a nuArc arc lamp





N-16



N-16W

No. 1722-20
For plates up to 21" x 25". Aluminum glass frame . . . steel vacuum frame. Hinged at feet. Complete with arc lamp, 5-min. timer, motor, pump, gauge **$259.00**

No. 1722-20A. Same as above, with automatic arc lamp. **$305.00**
Frame and gauge only . . **$125.00**
Arc lamp only **$115.00**

No. N-16
For plates up to 12½" x 17½". Steel construction. Manual arc control.

Frame and arc lamp	**$129.00**
Frame, arc lamp, pump and motor	**$186.50**
Frame only	**$ 55.00**
Arc lamp only	**$ 85.00**

No. N-16W. Fully enclosed version of N-16 . . . . . **$139.00**
With pump and motor **$196.50**

For complete description, send for Bulletin A-210-0.

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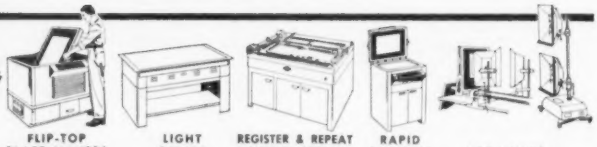
General Office and Factory: 4110 W. Grand Ave. • Chicago 51, Ill.
Sales and Service: New York • Los Angeles

nuArc makes a complete line... send for literature



FLIP-TOP PLATE MAKERS | LIGHT TABLES | REGISTER & REPEAT LINE-UP TABLES | RAPID PRINTERS | ARC LAMPS

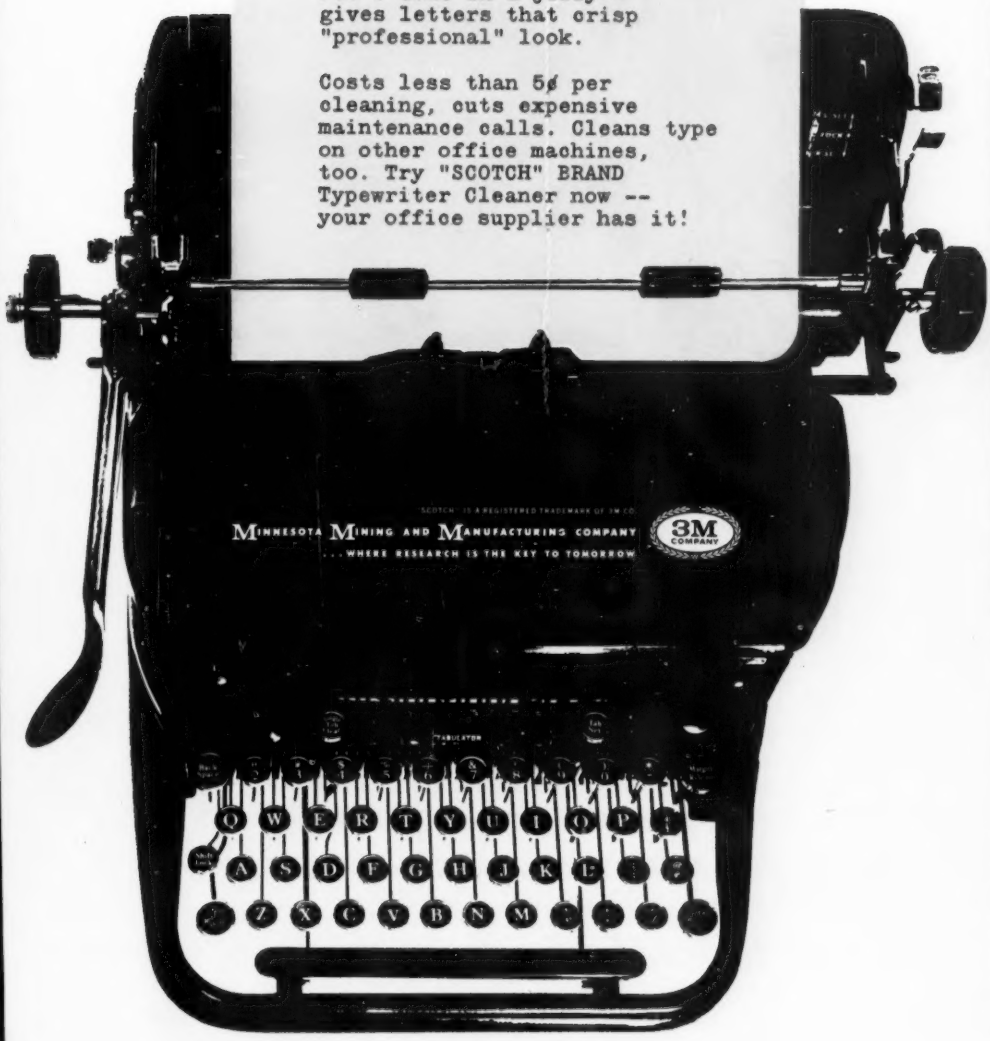
For More Information Circle No. 317

QWERTY UIOP¼

This is how easily you clean typewriter keys with new "SCOTCH" BRAND Typewriter Cleaner:

Just roll this clean dry sheet, pink side up, into your typewriter. Set machine for stencil, strike each key until it's clean. No messy liquids to stain or spatter; no putty under fingernails. Job's done in a jiffy--gives letters that crisp "professional" look.

Costs less than 5¢ per cleaning, cuts expensive maintenance calls. Cleans type on other office machines, too. Try "SCOTCH" BRAND Typewriter Cleaner now -- your office supplier has it!

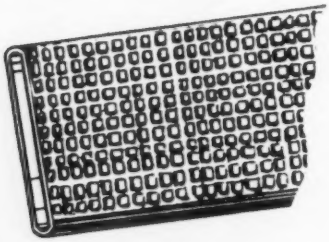


WHY PAY HIGH WAGES

to attach label holders when you stick 'em on yourself.

HOL-DEX gives you a permanent self-adhesive label holder that is guaranteed for the life of the fixture.

Just pressure of the finger and its on.



Special latex cloth adhesive with patented miniature vacuum cups assures permanency over the years.

Seamless tube of heavy transparent plastic keeps labels constantly visible and dirt free.

BOOST morale - enjoy good housekeeping in your stockroom and office by labeling with HOL-DEX.

Standard 6-inch lengths in 3/8" - 1/2" - 3/4" - 1" & 2" widths. Lengths up to 36 inches available. Stock colors: Clear, Green, Blue, Red, Lemon

Sample and literature available upon request. YOU'LL FIND MANY MONEY-SAVING WAYS TO USE HOL-DEX.

CEL-U-DEX CORPORATION New Windsor, Newburgh, New York

For More Information Circle No. 359

Cleanest,
Most Compact
and Complete

the

R.C.Allen

Model 88 Electric

It's new . . . ALL NEW . . . from visible dials to zip-fast totalling.

And it's the *only* 8 COLUMN TOTAL 8 ELECTRIC on the market that can be yours for the cost of a 7 COLUMN TOTAL 8 PORTABLE!

SEE YOUR R. C. ALLEN DEALER. ASK FOR A FREE DEMONSTRATION OF THE ALL-NEW MODEL 88 ELECTRIC.

R.C.Allen Business Machines, Inc.

668 FRONT AVENUE, N. W.
GRAND RAPIDS, MICHIGAN

04

For More Information Circle No. 349

BINDER NEWS

Interfiling just couldn't be simpler!

McBEE SWING-HINGE BINDER

YOUR OFFICE PERSONNEL will keep filing current when you change to modern McBee Swing-Hinge binders. They are so simple to use, filing becomes a pleasure. The hinges swing out, unlocking the prongs which open w-i-d-e for easy filing and removing. And this binder lies flat . . . gives you complete visibility of records. Quick shelf reference from large, easy-to-read label holder. New split-prong feature now available for ring binder or specially-punched sheets.

McBEE BINDERS are unconditionally guaranteed for one year. Stock sizes in a great variety of binder styles are maintained for immediate delivery. Call your nearby Royal McBee Data Processing Representative, or mail the coupon for complete information.

ROYAL McBEE · *data processing division*

NEW CONCEPTS IN PRACTICAL OFFICE AUTOMATION

Royal McBee Corporation
Data Processing Division, Port Chester, N. Y.

Please send me complete information on the McBEE SWING-HINGE binder.

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COMPANY _____

STREET _____

CITY _____ STATE _____

For More Information Circle No. 338

Diehl

Automatic
Calculating Machine

Diehl

CALCULATING MACHINES, INC.

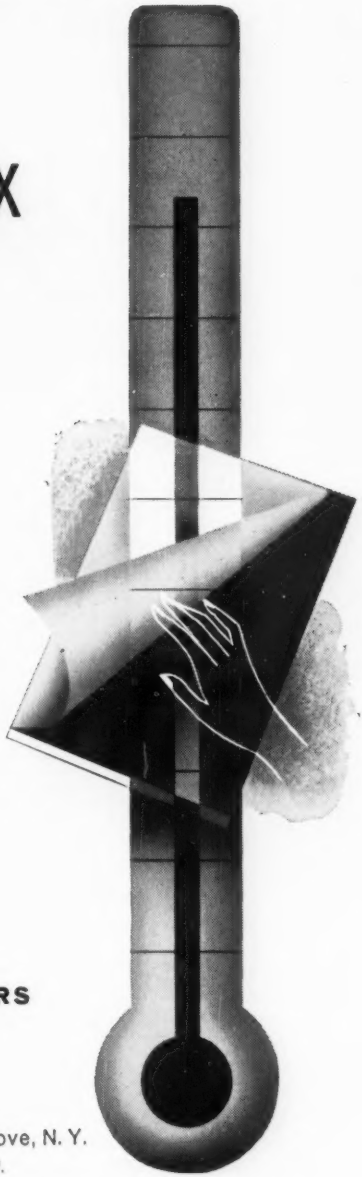
527 MADISON AVENUE, NEW YORK 22, N. Y.

Telephone: ELdorado 5-6066

For More Information Circle No. 231

WHERE DO YOUR SPIRIT MASTERS RANK IN THE...

Columbia Cleanliness Index



The Cleanliness Index dramatically demonstrates the wide gap in the cleanliness of spirit masters—ranging from the grime and aggravation of ordinary undercoated purple masters to the immaculate performance of Columbia's supercoated, super clean Marathon Blue Ready-Masters.

Columbia salesmen are anxious to demonstrate these differences at no cost or obligation to you. They'll also be happy to advise the correct master for a job that's particularly troublesome to you. Write for a free demonstration of the Cleanliness Index. Ready-Master Division, Columbia Ribbon & Carbon Mfg. Co., Inc., 10612 Herb Hill Road, Glen Cove, N.Y.

Columbia Research and Development, backed by more than a half century of pioneering leadership, constantly seeks out the ultimate in spirit master cleanliness. The Marathon Blue Ready-Master is the latest in a long line of important developments in the cause of cleanliness.

MARATHON BLUE READY-MASTERS

Columbia®

Columbia Ribbon & Carbon Mfg. Co., Inc., Glen Cove, N. Y.

Columbia Ribbon & Carbon Pacific Inc., Duarte, Calif.

For More Information Circle No. 220

...with new Stan-Pak Run-Rite Papers

Not even the most competent offset or duplicator operator can get top results with defective paper. Words are lost. Time is lost. Tempers are most assuredly lost!

To avoid any chance of hit-and-miss reproduction, turn to the new line of papers specifically designed to get maximum performance from your office machines—Stan-Pak* Run-Rite.*

Trouble-Free Running

Take *flatness*. We laboratory-test all Run-Rite papers right on the duplicating machines they're made for. They come to you flat. Lie flat in the machine. And *feed* flat.

But really trouble-free running calls for many *more* qualities. Controlled moisture to avoid static conditions and insure good printability. Accurate trim and finish to prevent feeding jams. Even caliper, uniform weight and careful surface sizing to give you sharp, clean ink impressions. You get them *all* in Stan-Pak Run-Rite Papers.

527 Grades, Sizes and Types

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Will Hutchins, better known on TV as "Sugarfoot," gets in a little practice on an Underwood accounting machine at Hess's Department Store, Allentown, Pa. The cowboy star once worked in an insurance office. His appearance was one of a series of personal appearances of stars arranged by store's president, Max Hess. Posting equipment shown is by Craig Systems, Inc.

Swiftway, Inc., New Orleans, ended mail tying bottlenecks with this tying machine, made by B. H. Bunn Co., which does the work of several manual tyers at a fraction of the cost. A Pitney-Bowes mail inserter, postage meter and envelope sealer are seen at rear.

Camera!

Eugene Perlman (left), manager, RCA Electronic Systems Center, New York, explains some all-transistorized EDP equipment to visiting Japanese science writers. The visitors from Japan are touring the U.S. and Europe to study and report the latest scientific developments, particularly in electronics.

New Kaiser Center

The 28-story office building of Kaiser Industries Corp. rises 390 ft. above Lake Merritt in downtown Oakland, Calif. Home for international operations of 60 affiliated Kaiser companies, this is the main structure in a seven-acre development. A 1200-car parking garage topped by a three-acre roof garden, department store, shops and service facilities adjoin the rear. Company cafeteria and auditorium are in the extension at lower left. Building can accommodate some 4000 persons.

Looking from building's center, a row of desks stretches along gently-curving arc of one wing. Lighting is provided by fixtures recessed between aluminum ceiling panels, also part of the heating and airconditioning systems. Private offices on either side of the corridor can be rearranged by shifting movable partitions. (See page opposite.)

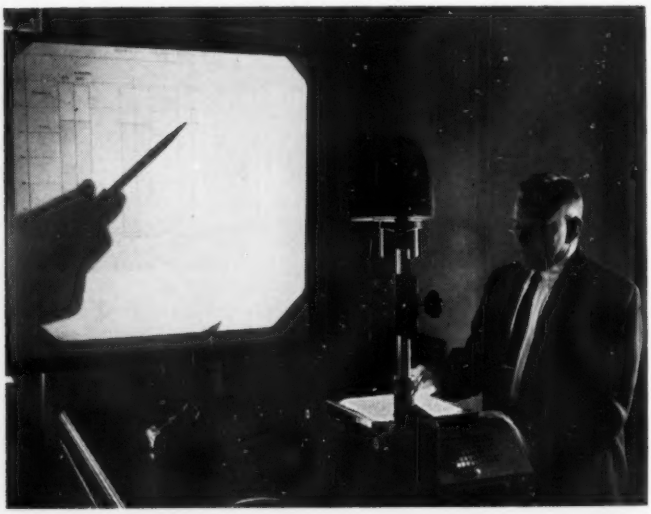
Interior decoration of each floor is based on four basic colors: blue, green, gold and beige. Here the reception desk is suitably bedecked with Christmas trees of Kaiser colored aluminum.

Movable partitions afford flexibility of working areas. Perforated radiant aluminum panels are attached to grids of steel pipe to form ceiling. Heated or chilled water circulates through pipes for constant temperature throughout.

Executive office illustrates 'total design' concept of Welton Becket & Associates, architects, engineers and interior decorators of the building.

Elaine J. Amundson of Northwestern Bell Telephone Co., Minneapolis, is shown making a projection transparency on a Thermo-Fax dry copying machine in the telephone company office. The transparencies, under a new process developed by Minnesota Mining & Mfg. Co., are used on an overhead projector. Positive, negative or colored transparencies of almost any printed, typed, written or drawn material can be made under the one-step operation in five seconds, ready for instant use.

Visual Aid for Company Meetings



Herschel V. Lane Sr., service bureau manager for Northwestern Bell's Minneapolis office, uses a pencil as a pointer to illustrate a graph outlined on a meeting room screen by an overhead projector. The company uses the projector for group meetings with some year-end review sessions using as many as 100 illustrations which were made in a matter of minutes.

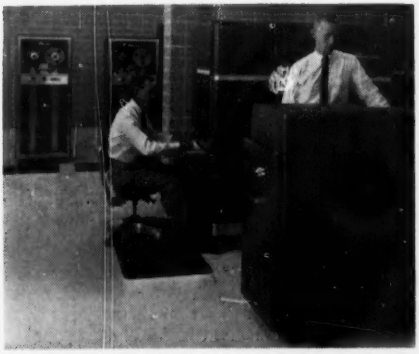
Computer checks magnetic tape files, entering renewals, claims payments, etc. Clerk carries storage reels that can hold all live records from 32 sections of policy storage shelf files.

Hardware Mutual's Automated System

Communications network in the home office of Hardware Mutuals-Sentry Life, Stevens Point, Wis., utilizes Bell Telephone System's Data-Phone transmission over regular lines. Expected to cut operation costs by over $1 million annually, equipment includes IBM's 7070 transistorized computer. Daily operating statements of the insurance group are produced in 17 minutes after data transmission from 32 branch offices throughout the country.

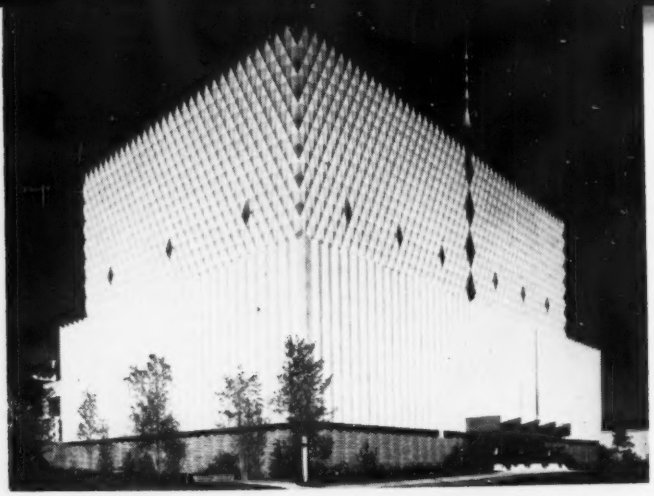
Key punch operator records data from punched card for transmission by Data-Phone.

Policy application punched cards are duplicated by transceiver at right.



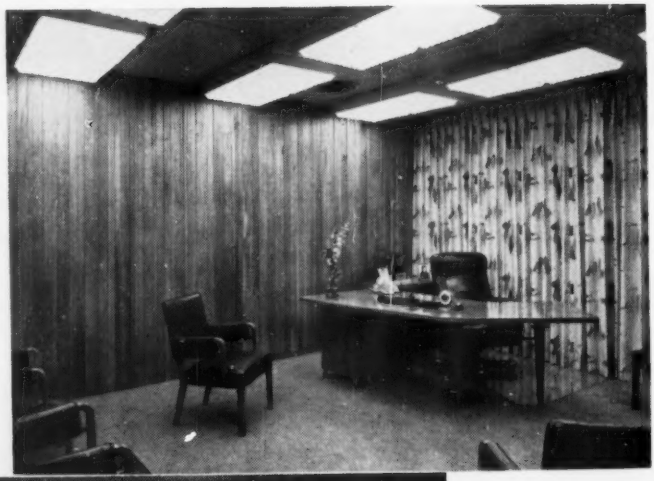
After sorting, day's transmission of applications, changes, etc., are fed into computer. All data are filed on tapes and reviewed every 24 hours.

Policy declaration is produced by high speed printer from punched cards. Computer also produces punched card invoice and service records.



Architect Cecil Stanfield combined beauty and utility in designing the Abundant Life Building, international offices of the Oral Roberts Evangelistic Assn. in downtown Tulsa. Built without windows and faced with white Vermont marble, building's exterior symbolizes the purity of God. At night special floodlighting produces this striking effect.

Evangelist's Windowless Offices



Wood paneling and bright colors add warmth and an outdoor look, necessary since there are no windows. Office at right is typical of executive working areas.

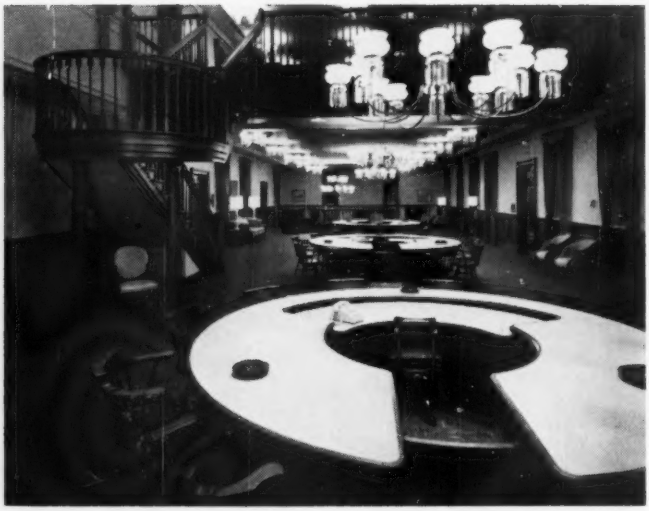
Simplicity is the keynote throughout, as attested by this conference room—one of several throughout the 108,000 sq. ft., seven-story building. (See page opposite.)

General work areas, private offices, conference rooms and auditorium are entirely functional in design. Everything is planned with a view to providing the most efficient arrangement for carrying out the organization's day-to-day business.

Heating and air-conditioning system feeds cold air and steam through separate pipes and mixes them to give each area (like typing department at right) the desired temperature. Ductwork is covered with an acoustical material to deaden sound.

Pacific Savings & Loan Assn. built this replica of George Washington's Mount Vernon estate house on the Los Angeles' Hollywood Freeway. Built as a tribute to the first president, it serves as the association's LA branch office.

Colonial Charm in a Modern Banking Office



Containing a museum of Washingtonian relics, the colonial-style offices were not easy to furnish. Antiques were too fragile for customer and employee needs in a busy office. Pacific Desk Co. and Kittinger Furniture Co. solved the problem by making period reproductions. Customers sit at circular teller booths instead of standing in line.

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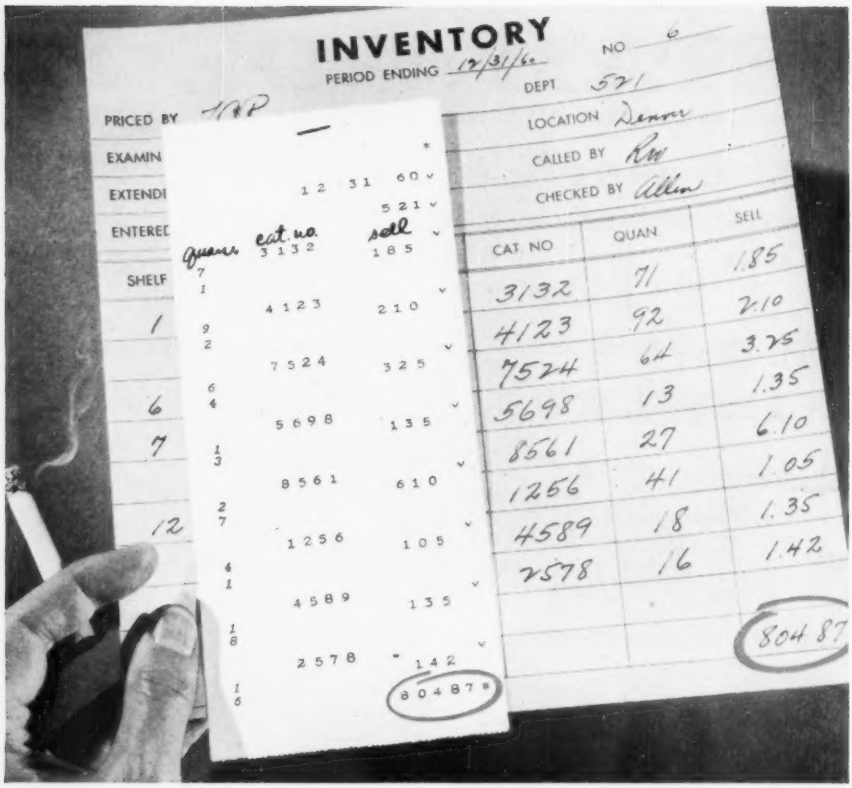

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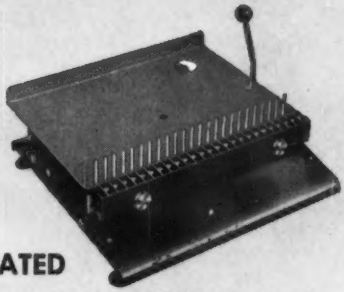

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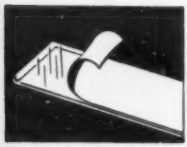

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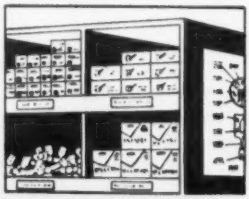

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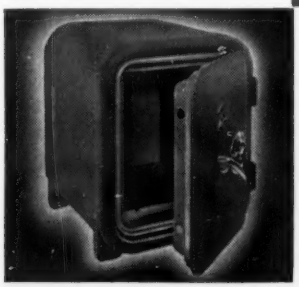

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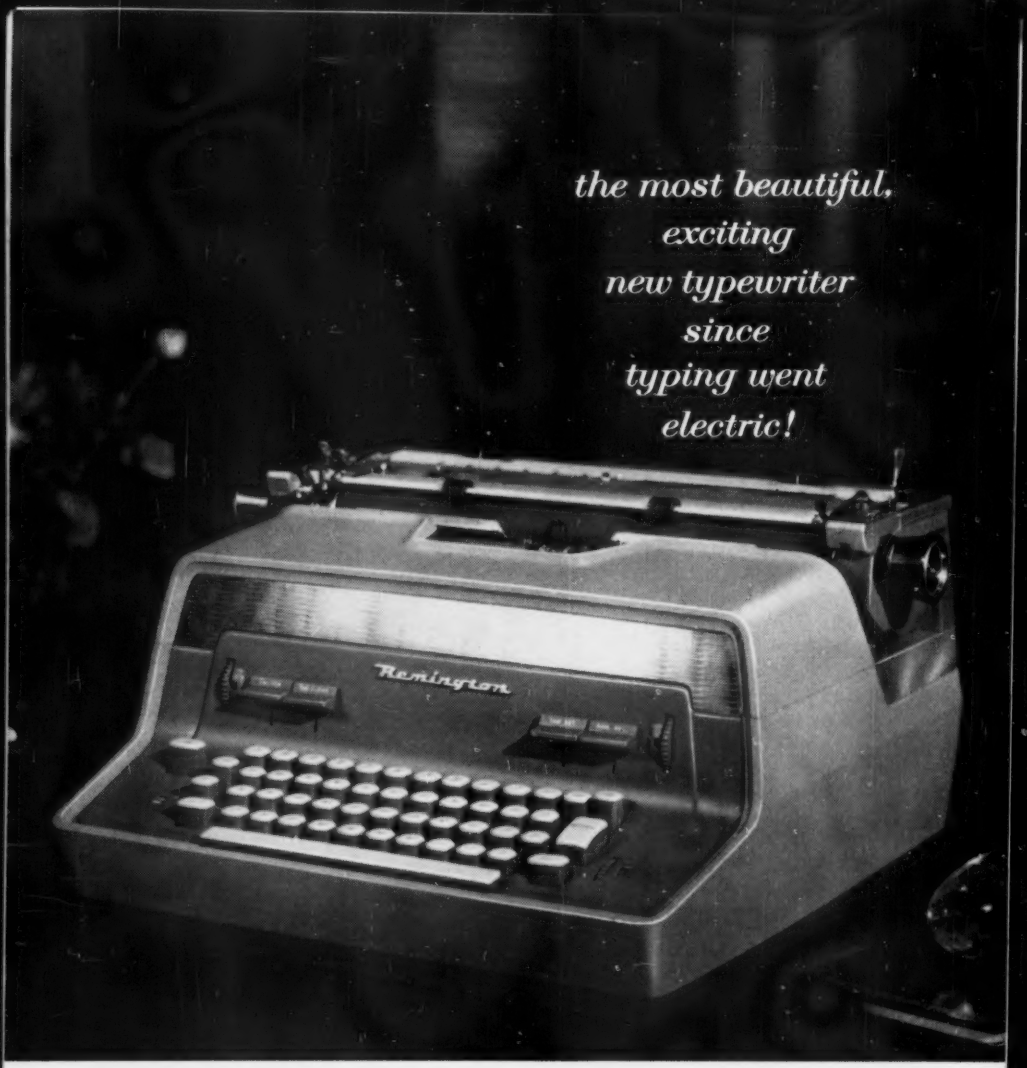

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How a Swedish Firm Planned A Functional Office Building

BENGT ANDREN, Organization Planning,
Allmanna Svenska Elektriska Aktiebolaget (ASEA), Vasteras, Sweden

WE MANUFACTURE heavy electrical equipment. In 1959 the sales of the parent company amounted to 653 million Swedish crowns. At the end of 1959 the number of employees was 17,833. Our headquarters and about half our factories are in Västeras, a city of about 76,000, 120 kilometres northwest of Stockholm. Headquarters include the main part of the company's sales staff, a major part of our engineering departments, the Västeras works with the central manufacturing staff and our administrative staff. Altogether about 9200 people work at headquarters.

ASEA's functional office building.

Our new office building is a separate unit connected to two older buildings. The three buildings house the majority of the headquarters staff of about 2000 with room for another 750 persons. The building cost $4.7 million and has a total area of 370,000 sq. ft.

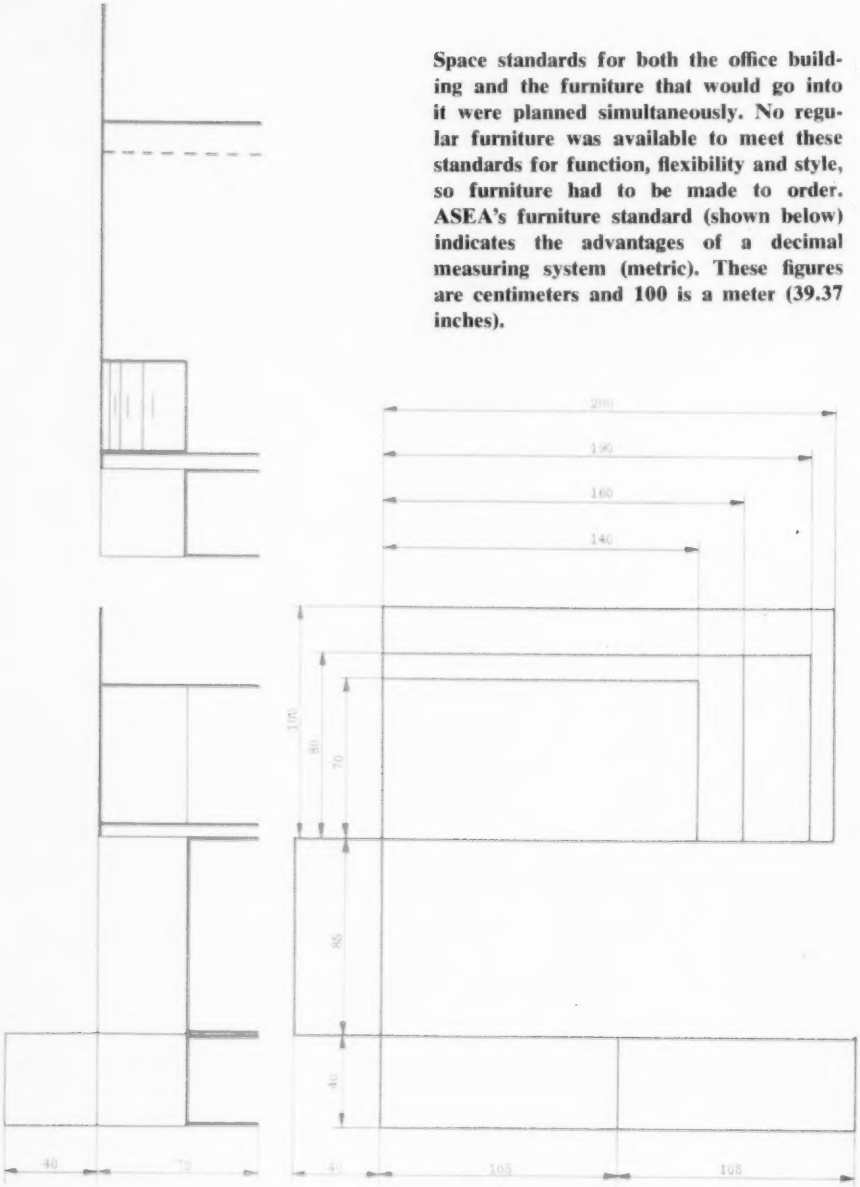
ASEA is under constant change as a result of technical development, continuous increase in sales volume and number of employees. Offices have to be continually readapted to these changes. Consequently there is economy in flexibility. From analysis of the functions and types of jobs performed in our offices, we standardized the office layout for different jobs.

1. Single rooms of different sizes for practically all managerial positions. The size of the room is dependent on the demand on conference space and on the relative representativity of the room.

2. Small single rooms for certain engineers, staff specialists without managerial functions, and private secretaries.

3. Three-four person rooms for engineers in the sales and engineering departments (and similar jobs in other functions, such as systems analysts,

Space standards for both the office building and the furniture that would go into it were planned simultaneously. No regular furniture was available to meet these standards for function, flexibility and style, so furniture had to be made to order. ASEA's furniture standard (shown below) indicates the advantages of a decimal measuring system (metric). These figures are centimeters and 100 is a meter (39.37 inches).



purchasing executives, etc.).

4. Design offices with desks in two rows for a maximum of 20 engineers in each room (different design departments are separated by solid partitions, groups within the same department by partitions giving only visual separation).

5. General offices for routine work with two or three rows of desks and a maximum of 10-15 persons in each room.

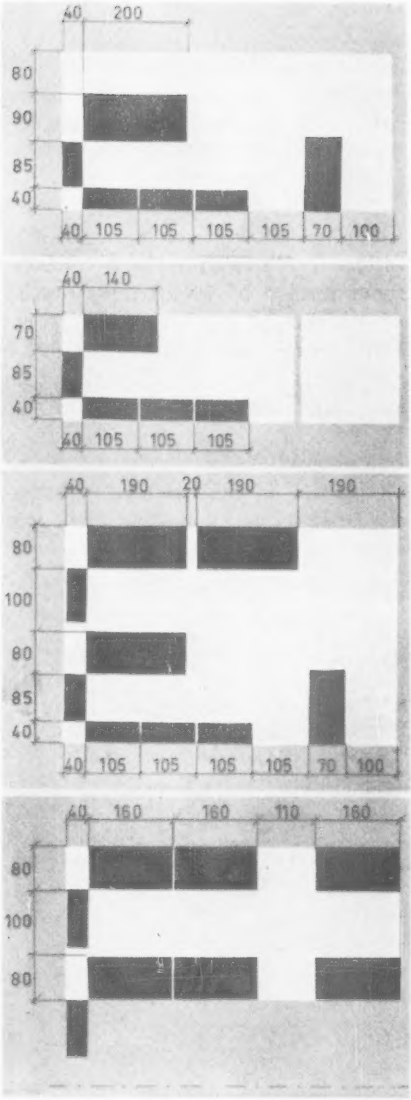
Considering both space economy and the apparent effect that office layout has on efficiency and morale, we believe our standard represents an optimum under prevailing conditions. At present rates our standard gives an office cost representing 6-7% of total salaries.

Space economy is dependent on room depth and window module. These dimensions are decided after standardization in details of layouts for different office types. Standardization of office furniture is the keystone.

Our furniture standard fulfills the demands of practicability, flexibility and style, essential to all parts of our new office. Unfortunately there was no standard furniture on the market sufficiently satisfying in these respects. Consequently we had to develop our own standard for office furniture.

Studies, based on these prerequisites, resulted in a room depth of 630 cm. and a window module of 100 cm. We saved about 10% in space by using the 100 cm. window module as compared to the next best alternatives—120, 150 or 200 cm.

But flexibility is not achieved just by choosing the right dimensions. The different room units, separated by movable partitions, have to be easily and



Some of the standardized office layouts which were determined after the functions of each job were analyzed. Above figures indicate centimeters.

economically equipped with all services that a modern office demands: airconditioning, lighting, electricity, communication devices, etc. We accomplished this by planned system of ducts, tubes, channels and other technical arrangements in construction.

Every single unit of one meter's width (window module) and 6.30 meters' depth is equipped so that any room formed by an arbitrary number of such units can economically and easily be self-supporting as far as airconditioning, lighting, electricity, communication devices, etc., are concerned. Electric cables, outlets and communication devices are installed only as they are needed at the moment. Changes can be easily made, or additional equipment installed.

A private secretary's office.

The building contains ten office floors above ground, a recessed 11th floor for airconditioning equipment, elevator machinery, etc., and three basement floors. The load-bearing structure consists of a combination of prefabricated and locally cast concrete elements. The glazed façade is of curtain-wall type. Elevators, stairs, toilets, electric cables and main tubes for air evacuation are concentrated in two staircase towers.

Vinyl asbestos flooring is used for all office areas. Corridors have vinyl asbestos and two ribbons of rubber tiles on the floor. For the staircase towers marble has been used as flooring material.

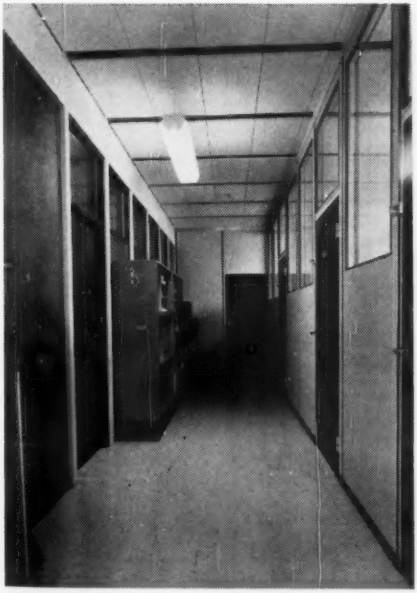
Corridor walls are blocks adapted to the one-meter module. A wall block can be easily replaced by a door block. Wall block and frame have grooves for electric cables, switches and outlets.

Movable partitions of three types are used. A solid partition is built in blocks with seven blocks to a partition of full length. Each block can be replaced by a door block. Blocks are scrim-reinforced plastic, wood fiber slab, plaster board slab and rock wool. Chinks between the blocks are sealed by foam plastic and furnished with borders. Blocks stand on the floor and are pressed towards the secondary beams in the ceiling by a string arrangement. The wall provides a sound insulation of about 30 decibels.

Glazed partitions are identical to the above except they are glazed and primarily used in narrow two-meter rooms and where visibility through partitions is demanded. Glazing reduces sound insulation of the partition.

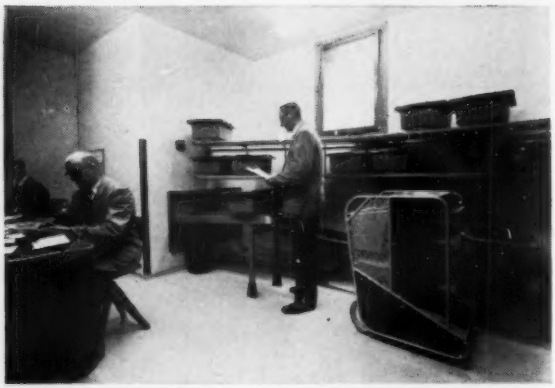
Screens are built of seven blocks,

A private office with solid partitions built in sections, each one meter wide.

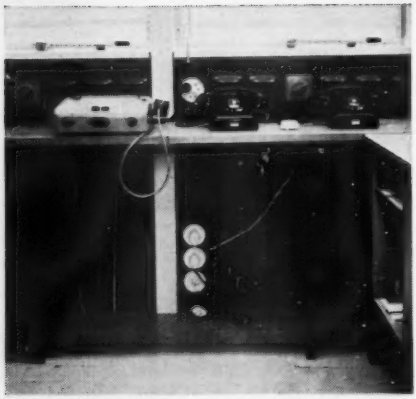


The one-meter module is illustrated by the traffic corridor at left. Some sections are office doors, others have facilities for hanging occupants' coats. The inner corridor (at right) houses departmental files.

Automatic dumbwaiter and pneumatic tubes which connect the mailrooms on each floor.



Some of the mechanical equipment used to distribute mail horizontally on each floor.



A detail of the facade wall is shown at left. At right is furniture designed for the drafting department.

To reduce machine noise in the keypunch department, acoustical materials are used in partitions and floor. Layout is typical of the general office area where each 10-15 persons are separated by partitions.

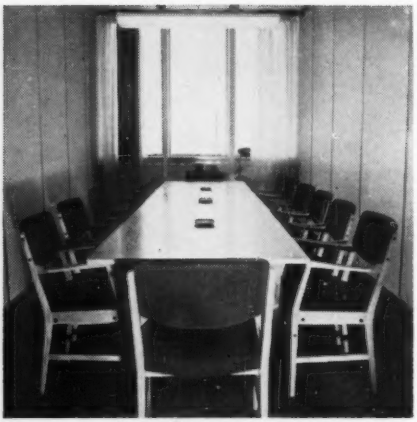
each of which can be left out for an opening. Screens give only a visual separation of different rooms. Primarily installed in drawing offices and offices where a department is subdivided into different groups. The screen is a painted hardwood fiber slab in a wooden frame that stands on the floor, pressed to the secondary beams of the ceiling by a string arrangement.

In some instances an inner corridor wall is provided to reduce normal room depth in smaller private offices. Normally such offices are grouped together and space between the two corridor walls is used for common files, etc. The glazed partition is used for the inner corridor wall.

Ventilating apparatus is installed underneath the window in each module. Fresh air is directed into the room, used air is evacuated through ducts which open above the windows. Sun-heated air, rising between inner glass window and Venetian blind, is evacuated with a minimum of mixing with air in the room. Pale green heat absorbing outer window pane reduces sun radiation.

Wiring for high voltage telecommunications and low voltage equipment are along the façade and in the corridor ceiling. Connections can be easily made between façade and corridor by ducts and channels in walls and lamellas and above the ceiling.

Lighting fixtures of one-meter units are parallel to the façade wall and lo-



A conference room.

cated so that glare is reduced to a minimum. Lighting arrangements vary from office to office, adapted to the layout. In drawing offices three rows of fixtures are used; in general offices, two; in smaller private offices, sometimes only one. Illumination of 150 footcandles is standard in drawing offices. For ordinary office work the intensity is 100 footcandles.

There are two nine-passenger, one 30-passenger and a paternoster (one-passenger) elevator in each staircase tower. Mail is distributed to the three office buildings through a decentralized messenger system. One, two or three men, generally elderly, handle mail on each floor, operating from a mailroom in one of the two staircase towers. Mail is distributed between the mailrooms by a vertical conveyor connected by a horizontal belt conveyor to the cellar of the other office buildings. Drawing and requisitions for drawings are handled by a conveyor and pneumatic tube system.

A landing in the staircase tower showing elevator doors and entrances to office corridors.

How Business in Politics Helps Voters and Candidates

HOYT P. STEELE, Manager, Government Relations Service, General Electric Co., New York

LAST MONTH'S ELECTION invites a new look at just what is going on in the so-called "business in politics" movement. Some have suggested that management's political forays have had some impact. More seem to believe that, despite all the sound and fury, this plunge into politics signified little. Everyone has a right to his or her opinion. But opinions as to whether particular programs succeeded or failed should be measured not merely against what happened, but also against what was intended. What happened is history. But what was intended by the various U.S. corporations interested in encouraging greater political participation by their employees has not been so well recorded.

Naturally, no two companies interested and involved in the "business in politics" effort have precisely the same objectives. At least, if they do, they don't state them the same way. So it would be presumptuous to assess the recent elections in terms of the objectives of the many companies encouraging greater participation and understanding. But for General Electric Co., we can undertake this assessment:

The recent elections proved nothing as to the effectiveness of our program because it is not aimed at electing or defeating any candidate. This is the sort of statement that is received with scepticism by people convinced that all but a few beatnik businessmen are inveterate Republicans, dedicated to the defeat of whatever the unions support.

To my mind, it isn't true that there is a business party and a labor party in this country. Each party has men and women of all economic levels — all races, colors and creeds. This is one reason why we as a corporation neither won nor lost at the polls on November 8. We didn't back either party or any candidate, and even if law had not made doing so illegal, we still wouldn't have. We do not consider it a legitimate corporate function to abet the fortunes of any political party or candidate.

But our individual employees did support parties and candidates, and in

Four candidates for Congress from Connecticut traveled to General Electric's New York headquarters to seek support from commuting office workers. Here is Prof. Lawrence H. Chamberlain of Columbia University, (center), who moderated the candidates' forum, and Antoni N. Sadlak (R.) and Rep. Frank Kowalski (D.), candidates at large; Abner Sibal (R.) and Rep. Donald J. Irwin (D.), candidates from the state's Fifth Congressional District.

1 MODEL 28 AUTOMATIC SEND-RECEIVE SET (ASR)—facilities for sending and receiving messages plus tape punching and reading. With this unit, messages can be prepared in punched tape ahead of time, then transmitted automatically at maximum line speed. The ASR set incorporates the major components of the Model 28 line in a single, compact console.

2 MODEL 28 SEND-RECEIVE PAGE PRINTER —for sending messages directly from the keyboard and receiving incoming traffic. Both this unit and the automatic send-receive set accommodate multi-copy, marginally punched business forms as well as plain message paper. Horizontal tabulation and form positioning arrangements available.

3 MODEL 28 TAPE READER—reads punched tape and instantaneously transmits data. As with all Teletype sending units, data may go to one destination or a number of destinations simultaneously —either nearby or thousands of miles away.

4 MODEL 28 TAPE PUNCH—punches data in "common language" tape—also prints the data on the tape, for easy identification and handling. Used for message relaying, combining data from several sources on a single tape, or providing punched tape as a by-product of send-receive operations for later use with business machines.

TELETYPE®
CORPORATION
SUBSIDIARY OF *Western Electric Company* INC.

For More Information Circle No. 347

Are your Communications Fast Enough?

Have you checked your communications system recently? Is it fast enough? Is the information available to all who need it—when they need it? Examples: sales orders, purchase requisitions, invoices, inventory records, management reports, operating data of all kinds. Today, such documents and data dominate the scene—and profitability is often dependent upon how swiftly and efficiently they can be handled.

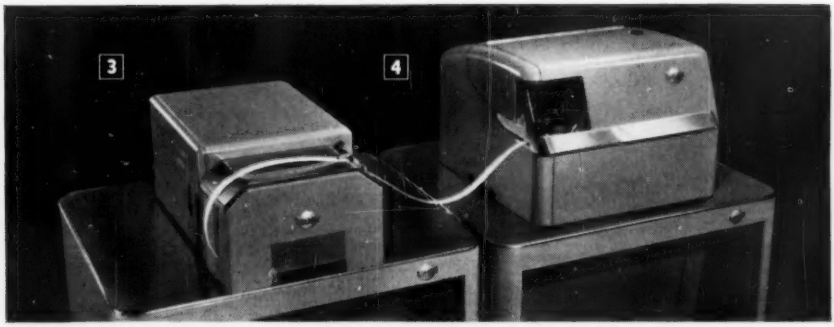
Teletype equipment surmounts distances. Whether your communications are primarily inter-departmental or extend across the Country —Teletype equipment will provide you with quick two-way communications, and a printed record at both ends.

Moreover, by using multi-copy, marginally punched business forms in Teletype printers in place of plain paper, transaction time is further speeded and much paper processing eliminated. A punched tape can be produced at the same time, automatically, for later use in business machines, conversion to cards, etc.

Teletype equipment can send out your information on a "broadcast" basis. With a single typing effort, your data or messages are transmitted to as many destinations as desired, simultaneously—so that everyone is kept up to date. Data can also be collected from many points in rotation, regardless of geographical separation. For example, a Teletype equipment network is an ideal adjunct to a centralized computer operation.

Teletype Corporation manufactures this equipment for the Bell System and others who require the finest in data communications. Can be used with Data-Phone and other communications services.

More Information. Write for descriptive brochure on Teletype Model 28 line to Dept. 34M, 5555 Touhy Avenue, Skokie, Illinois.



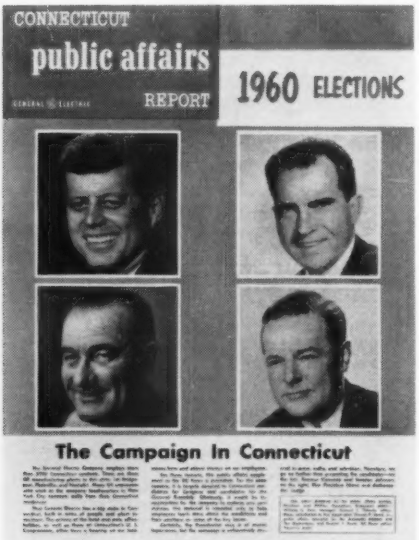
For More Information Circle No. 347

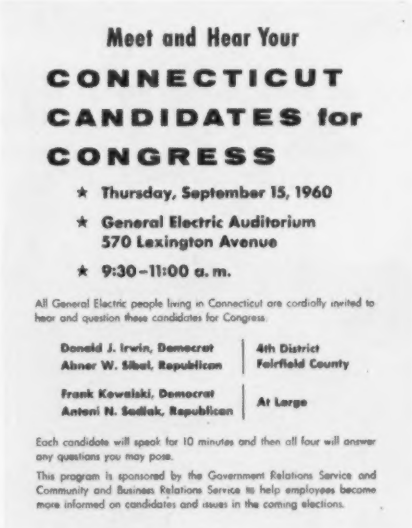
greater numbers and with greater conviction, knowledge and effectiveness than ever before. Many ran for office, and in some cases against one another. Here is one valid measure of the effectiveness of our program of interesting employees in politics — not who won and lost, but whether our people as individuals worked and voted knowledgeably for the candidates and party of their choice.

Our program in the area of politics stems from the conviction that no representative government can perform successfully without public acceptance of the thesis that political participation is a duty of citizenship. It is a duty not because participation is good in the abstract, but because effective government in a democracy depends on participation, and every citizen, company, and every other institution has a stake in it.

Now just what effective government is or what it should do is subject to assorted interpretations, as the recent campaigns made amply clear. But certainly effectiveness is not abetted by an inert and politically ignorant populace. So we seek to foster both broader participation in politics and greater understanding of the issues involved. This is done in many ways, generally through programs developed locally in our plants and offices across the country. In connection with the recent elections, we developed assorted programs to whet employee interest and expand their knowledge of the issues.

In Schenectady, for instance, plant newspapers ran articles specially authored by rival candidates for Congress, the State Senate and the State Assembly. Each was entitled "Why I Can Do the Job Better Than My Opponent," and



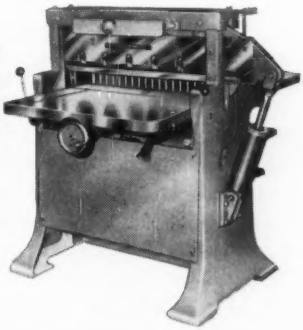


An illustrated tabloid and one of the numerous posters produced for the political education of employees at General Electric Co.

finish jobs FASTER EASIER... in your duplicator department . . .

Here's the way to make your duplicator department more productive and profitable. Have your own paper cutting and drilling equipment for cutting and trimming stock and drilling holes in looseleaf forms.

CHALLENGE PAPER CUTTERS



Easy-to-use, faster-producing power units in 19⅜, 26½, and 30½" cutting widths, capable of cutting 2½ to 3¼ inches of paper at a single stroke. Also lever cutters in same size range; bench type, stand, or floor models.

CH-115

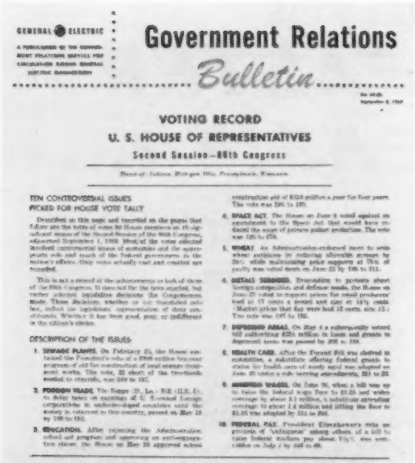
CHALLENGE PAPER DRILLS

Drill, slot, corner – all on one machine! Much faster than punching. Drill 2 inches of stock in seconds – twice the productive capacity of most competitive models! New JH Power unit (shown here) is latest in full Challenge line of drilling machines including hand, foot, and full power models and accessories for every need.

Write for free descriptive booklets and names of local dealers.

The CHALLENGE MACHINERY CO.
GRAND HAVEN, MICHIGAN

For More Information Circle No. 351



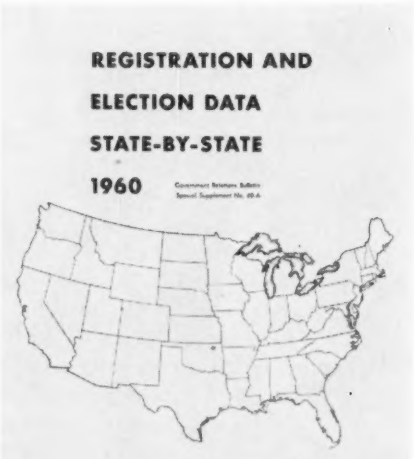
GENERAL ELECTRIC

Government Relations Bulletin

VOTING RECORD
U. S. HOUSE OF REPRESENTATIVES
Second Session—86th Congress

TEN CONTROVERSIAL ISSUES PICKED FOR HOUSE VOTE TALLY

DESCRIPTION OF THE ISSUES



Two examples of the government relations bulletins published by General Electric Co. to bring employees facts that would help them vote intelligently.

sought to make a convincing case. As in many other locations, plant and office publications promoted voter registration by publishing data on the times, dates, places and qualifications for registration.

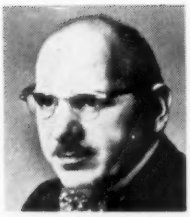
Our Missile & Space Vehicle plant in Burlington, Vt., published excerpts from the national platforms of both political parties to help employees assess the rival candidates for both the Presidency and Congress. So did various other plants.

Our Waynesboro, Va., plant arranged with the League of Women Voters to have representatives visit the plant and offices to answer questions on registration. Our Cleveland lamp plant developed a program called "I'm Backing My Party" to interest employees in volunteering for various kinds of pre-election political work for the party of each employee's choice. Part of this effort consisted of a program to encourage employees to supply financial support for the party of their choice.

A number of plants and offices scheduled meetings to which candidates for public office were invited to address employees. One of these, at Bridgeport, Conn., invited not two candidates but three, since Socialist candidate Jasper McLevy was a challenger. Unfortunately, the brief strike that affected some of our plants in October forced cancellation of this meeting.

At our New York offices, to which many personnel commute from Conn., four candidates for Congress addressed employees and answered their questions. The result of all this is certainly not

(Continued on page 180)



A. J. Prioletta
SRE President

Annual Visual Communications Congress in Chicago, Dec. 3-6

W. J. Burdick
VCC Chairamn

A MILLION-DOLLAR DISPLAY of equipment and techniques in visual communications will be part of the 4th Annual International Visual Communications Congress in Chicago's Sherman Hotel, Dec. 3-6. Supplementing the exposition will be a program comprising a series of sessions where speakers from some of the industry's leading firms will discuss innovations in the graphic reproduction and visual communication area.

For the first time a second sponsor, American Institute for Design & Drafting, joins the Society of Reproduction Engineers in sponsoring the event. Panel discussions will include visual presentations covering such topics as "Electrostatic Printing — Today and Tomorrow," "What's New in the Drafting Room?" "What's New in Office Services for Today's Commerce?" and "What's New on the Drafting Board?" Authoritative speakers from leading manufacturers will cover these and other subjects with the latest technical data on their specific topic.

The exposition will be open only in the afternoon so that visitors and delegates will be free to attend the panel sessions during the mornings. Each morning "get acquainted" breakfasts will allow informal exchange of discussion on common problems among members and visitors.

A feature of the show will be a generous use of visuals—from "eye opener" movies at the beginning of each day's program to the use of slides, movies, graphs, charts, etc., throughout the sessions. These will clarify discussions and facilitate understanding. William J. Burdick, U.S. Naval Ordinance Plant, Chicago, is general chairman. The program appears below.

SATURDAY, DECEMBER 3

Official opening of technical sessions by William J. Burdick. Invocation: Rev. Morton Hickman, Irvingwood Presbyterian Church, Chicago.

Remarks by Albert Prioletta, SRE president.

Remarks by N. N. Freling, president, Assn. of Professional Draftsman.

Remarks by Frank M. Gale, Graphic Reproductions - Visual Communications Industries' Council president.

Panel discussion, "Miniaturization and Retrieving of Engineering Drawings." Presiding, C. H. Henderson, General Motors Truck & Coach Div. and N. N. Freling. Firms represented on panel: Recordak Corp.; Minnesota Mining & Mfg. Co.; Photostat Corp.;

Keuffel & Esser Co.; Photo Devices, Inc.; Datagraphics.

MONDAY, DECEMBER 5

"Electrostatic Printing — Today and Tomorrow." Presiding, Harry E. Shimp, Lockheed Missile Systems. Firms represented on panel: Plastic Coating Corp.; A. B. Dick Co.; Charles Bruning Co.; General Aniline & Film Corp., Ozalid Div.; Haloid Xerox Inc.

"What's New in the Drafting Room?" Presiding, Fate Cupps, Amerada Petroleum Corp. Firms represented on panel: Hamilton Mfg. Co.; Chicago Lighting Institute; Charles Bruning Co.

TUESDAY, DECEMBER 6

"What's New in Office Services for Today's Commerce?" Presiding, James Martin, Briggs-Stratton Co. Firms represented on panel: Eastman Kodak Co.; Thomas Collators, Inc.; Azoplate Corp.; Davidson Corp.; International Business Machines Corp.; Addressograph-Multigraph Corp.; Rogers Publishing Co.

"What's New on the Drafting Board?" Presiding, N. N. Freling, Phillips Petroleum Co. Firms represented on panel: Eugene Dietzgen Co.; Joseph Dixon Crucible Co.; Artone Color Corp.; E. I. du Pont de Nemours & Co.; Alteneder & Sons.

Records Storage Center

(Continued from page 20)

checked to determine the carton in which the record is located and the manner in which it is filed. A charge-out card is inserted in place of the requested record, and the number of the carton noted in the lower left corner of the record which is being borrowed. The name of the record, the person making the request, and the date of the request are noted on a records center follow-up card which is filed in a tickler file by the date the records are scheduled for return. A return request note, which requests the return of the records by a particular date (generally ten days later) should be stamped on the records requested.

The destruction tickler file is checked periodically. The owner of the record should be notified 30 days prior to the destruction of his records. The duplicate of the records center catalog card is used as the notification. Cartons containing records to be destroyed are removed from the shelves and their contents either burned or shredded.

A small office may make use of open steel shelving and records cartons by installing as few as one or two shelf units. Large installations, on the other hand, may use as many as required.

The staff required to operate a records center is dependent more upon the number of records that must be retrieved and replaced than upon the volume of records. After initial installation, a records center containing 3000 cartons and having a moderate rate of record retrieval (5000 references a year or about 25 a day) can be adequately operated by one person. With a low rate of record retrieval (1000 or less a year, or five or less a day), one person can maintain a records center containing as many as 9000 cartons. Small installations, which require only part of a man's time, are most economically operated when combined with other filing operations.

■ *One of the many extras that make GF office furniture so much better*

Tough on them...but the chair can take it

We posed this photo, not without some personal protests, to illustrate a point... that the Goodform office chair you see here, buried under some 678 pounds of manhood, has unusual stamina. Actually, the base will withstand loads of 3600 pounds or more, the seat up to 1200 pounds.

We test this chair by dropping a 200-lb. weight onto the seat, flexing the back many thousands of times to test its strength, torturing the casters and frame and upholstery in diabolic ways. So we have no hesitancy in telling you that Goodform chairs are built to serve you *extra* well, last *extra* long. The General Fireproofing Company, Department L-39, Youngstown 1, Ohio.

GENERAL FIREPROOFING
BUSINESS FURNITURE

For More Information Circle No. 213

TRAVELER,
new battery portable lets you dictate anywhere!

your relief-valve for business pressures

Dictate anywhere . . . on a train, airplane, in your automobile . . . even on a raft in the middle of the ocean. Powered by flashlight batteries you can buy anywhere, the **Traveler** records on small plastic discs which are mailable in standard business envelopes for regular postage.

Now you can answer correspondence, record important thoughts, prepare reports en route. No need to jot down hurried notes on easily lost scraps of paper . . . no need to wait to get back to the office. Instead, return to a clear desk, relaxed and with more accomplished.

The transistorized **Traveler** weighs less than six pounds, records at 33⅓ RPM (playable on most home phonographs), and is compatible with any Soundscriber equipment ever built. Dictate as you fly . . . **Traveler** meets "Electronic Interference Elimination Specification MIL-I-17623" permitting its use aloft.

Mail coupon today for full details.

SOUNDSCRIBER®

PORTABLE DICTATING SYSTEMS

For More Information Circle No. 353

The SoundScriber Corp., Dept. 0T-12
6 Middletown Ave., North Haven, Conn.

Name _____

Company _____

Address _____

City _____ State _____

a complete push-button dictating system for only $161.00 per dictator

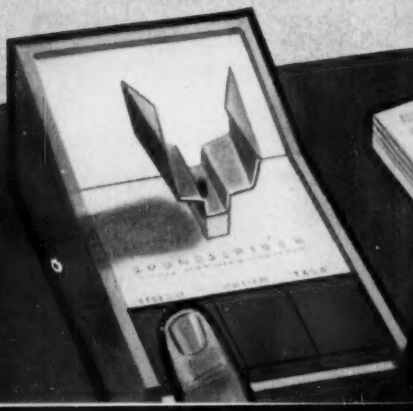
SOUNDSCRIBER's new SATELLITE SYSTEM

Now, all the advantages of modern dictation and you need **never** touch a dictating machine, bother with indexing strips, change belts or discs. All you need on your desk is the new **Satellite** control unit . . . just half the size of your telephone. You simply pick up the "mike" and talk . . . push-buttons and **"Magic Memory"** do the rest.

You can have your own Private Satellite, or you can equip your offices with a complete Satellite System for only **$161.00** equipment cost per dictator. Best of all, machine manipulation is gone forever.

SOUNDSCRIBER®

27 YEARS SPECIALIZING IN DICTATING & RECORDING SYSTEMS



Mail coupon for free brochure describing today's most advanced dictating systems.

The SoundScriber Corp., Dept. OS-12
6 Middletown Ave., North Haven, Conn.

Name _____

Company _____

Address _____

City _____ State _____

For More Information Circle No. 356

SCRIPTOMATIC ADDRESSING SYSTEM:

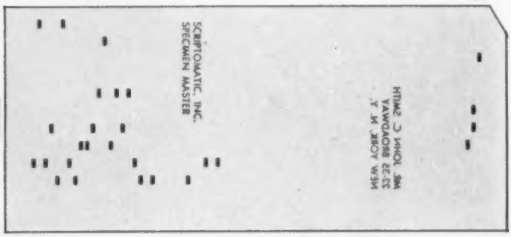
each customer's profile . . .

Front

Back

Any punched or plain card becomes a Scriptomatic Master

an address card master . . .



and the key to unequalled list handling flexibility

Scriptomatic Model 10 extends the economies of card masters, (punched or plain) to nearly all list users. Conveyor-stacker available.

A Scriptomatic Addressing Machine "reads" *any* punch card . . . selectively addresses and/or skips, sorts and counts as programmed—and *without* disturbing card file sequence! Masters are made in seconds on an electric typewriter . . . print *directly* to almost any size and type of mailing piece. Address masters remain the integral part of your card filing system. Dollar savings are as substantial as the cost of paper versus metal plates—with bonus savings in lower labor costs and up to 75% less filing space.

Scriptomatic represents the "perfect marriage of punch card records and addressing equipment". No other addressing and data writing system permits such versatility *and* economy for production operations—and there's a Scriptomatic model designed for your specific needs. Write today for detailed data, and case histories in your field.

Scriptomatic

SCRIPTOMATIC, INC.
1101 Vine Street • Philadelphia 7, Pennsylvania

Modern Addressing—Data Writing Machines and Methods

Printed in U.S.A. B1003R

For More Information Circle No. 342

AUTOMATIC SYSTEMS

Current trends in office automation including data processing.

Employees' Reaction to Automation

THE INSTALLATION of a computer affected the work environment of a number of employees in several respects, mostly favorable, and the computer was liked more often than disliked. This conclusion was reported by Einar Hardin, assistant professor, Dept. of Economics, Michigan State University, in the Dept. of Labor's *Monthly Labor Review*,* based on data collected before and after installation of an IBM 650 in the home office of a medium-size insurance company.

The company had a home office in a small midwestern city where it was the largest clerical employer, a branch in a metropolitan area and claims adjustment offices in various cities. It employed 400 full time. The computer (card input and output, magnetic drum memory) was used to check agents' premium computations, compute premiums, assemble data for writing policies, compile statistics and accounting reports.

Employees whose departments gained work tasks as result of the computer installation, and those in unaffected departments, liked the changes more than did employees whose departments lost work tasks. Most department differences in job satisfaction change were slight, although computer area personnel tended to become comparatively less satisfied than other employees with job

*The Reactions of Employees to Office Automation, *Monthly Labor Review*, September, 1960, p. 925.

Job aspect	Department group
1. The amount of variety in my work.	Computer area Other affected departments. Unaffected departments
2. The amount of work required on my job.	Computer area Other affected departments. Unaffected departments
3. The degree of accuracy demanded by my job.	Computer area Other affected departments. Unaffected departments
4. My control over the pace of my work.	Computer area Other affected departments. Unaffected departments
5. The importance of my job for the company.	Computer area Other affected departments. Unaffected departments
6. The amount of supervision I get on my job.	Computer area Other affected departments. Unaffected departments
7. The amount of skill needed on my job.	Computer area Other affected departments. Unaffected departments
8. The amount of responsibility demanded by my job.	Computer area Other affected departments. Unaffected departments
9. The amount of planning I have to do on my job.	Computer area Other affected departments. Unaffected departments
10. The amount of judgment I have to use on my job.	Computer area Other affected departments. Unaffected departments
11. The degree to which my work is interesting.	Computer area Other affected departments. Unaffected departments
12. The amount of security I feel on my job.	Computer area Other affected departments. Unaffected departments
13. My chances for promotion to a better job.	Computer area Other affected departments. Unaffected departments
14. The amount of pay I get on my job.	Computer area Other affected departments. Unaffected departments

anges attributed to computer				Changes attributed to any source			
creased	None	Decreased	Not available	Increased	Same	Decreased	Not available
74	26	0	0	65	35	0	0
37	37	20	6	42	39	19	0
17	55	2	26	46	50	3	1
74	22	4	0	70	30	0	0
39	34	24	3	42	45	11	2
19	53	2	26	52	42	4	2
65	35	0	0	57	43	0	0
56	37	5	2	35	63	2	0
12	63	0	25	27	72	0	1
48	43	9	0	35	56	9	0
21	64	10	5	30	60	8	2
9	63	2	26	25	67	6	2
57	39	0	4	52	48	0	0
21	65	8	6	27	65	8	0
5	68	0	27	25	73	1	1
48	48	4	0	26	70	4	0
5	87	6	2	11	78	11	0
4	68	2	26	12	76	11	1
74	26	0	0	52	48	0	0
34	61	3	2	37	58	5	0
9	66	0	25	30	67	1	2
70	30	0	0	61	39	0	0
39	55	3	3	40	52	6	2
12	65	0	23	41	57	0	2
61	39	0	0	39	61	0	0
11	78	6	5	31	63	6	0
11	62	0	27	34	62	2	2
70	30	0	0	56	44	0	0
24	68	3	5	36	58	6	0
11	65	0	24	40	57	1	2
65	31	4	0	61	35	4	0
24	60	13	3	42	43	15	0
14	62	1	23	36	59	4	1
31	65	4	0	31	65	4	0
11	66	20	3	26	55	17	2
6	67	3	24	21	72	4	3
22	74	4	0	22	78	0	0
5	68	17	10	8	68	22	2
3	66	2	29	15	72	9	4
30	70	0	0	56	40	0	4
10	77	2	11	39	61	0	0
6	68	1	25	46	53	0	1

Reaction of employees in three department groups to 14 aspects of their jobs during the computer installation period.

tenure, pay, management relations and employee communications. Except for adaptation of work methods to the computer, there were no large technological changes in the company during the period.

Since effects on affected and unaffected departments differed so little, the author concluded that installation of the computer was not radical or extensive enough to cause a substantial reversal or acceleration of existing trends in work environment or job satisfaction. Computer area employees' slightly declining satisfaction with information practices and the company's method of handling the changes, suggests that a computer may cause noticeable, but temporary, dissatisfaction unless management handles the conversion with great skill.

A tabulation of replies to the questionnaires which formed the basis of this study appears in the accompanying tables prepared by the Bureau of Labor Statistics.

After installation of the computer, the same employees were asked: What is your general feeling about the fact that the company has installed a computer? Considering everything, do you think the computer has been a good thing or a bad thing for the employees? In your opinion, would it be a good idea to use the computer more widely or less widely in this company than is now the case?

General feeling toward computer installation

Response	Computer area	Other affected departments	Unaffected departments
All responses	100	100	100
I like it very much	48	18	11
I like it	39	45	28
It makes no difference to me.	9	27	50
I dislike it	0	8	7
I dislike it very much	0	2	0
I have never given it a thought.	0	0	2

Computer good or bad for employees

Response	Computer area	Other affected departments	Unaffected departments
All responses	100	100	100
A very good thing	44	31	15
A good thing	44	40	36
Neither a good thing, nor a bad thing.	12	13	10
A bad thing	0	0	4
A very bad thing	0	0	1
I have no idea	0	13	30
No response	0	3	4

Desirable extent of computer use

Response	Computer area	Other affected departments	Unaffected departments
All responses	100	100	100
Much more widely than now.	30	13	9
More widely than now.	44	34	20
About the same as now.	9	21	20
Less widely than now.	0	0	1
Much less widely than now.	4	0	1
I don't know	13	30	42
No response	0	2	7

Interrogates Computer and Displays the Answer

AN ELECTRONIC INQUIRY station which will display alphanumeric characters after converting them from digital signals provided by computer, punched cards, paper or magnetic tapes, was announced by A. B. Dick Co., Chicago. This will permit branch offices, warehouses or remote plant facilities to interrogate a central computer located miles away. The system will provide rapid access to inventory and production control data for industry, account balance information for banks, flight arrival and departure information for airlines, and other fast look-up applications.

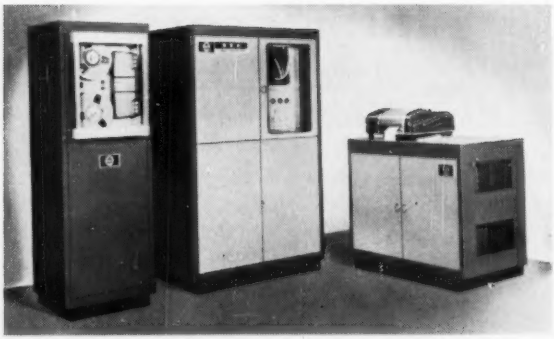
The Videograph display console can initiate an inquiry through an integral keyboard, Flexowriter, punched card reader or other standard forms of digital interrogation. The digital information retrieved from the memory is converted into television signals at electronic speeds by the Monoscope Character Generator and displayed on a 14″ television tube in ten lines of 19 characters each. Data remains on display until erased by the operator. An edge-lighted plastic overlay is used to format the data display for easy identification and reading.

The device will permit instantaneous display of 64 different letters, numbers and symbols at up to 190 characters of information displayed per inquiry. Brightness control assures visible display under normal lighting. The character generator is adaptable to various computer code configurations. It also permits user a choice of any type style in any format for alphanumeric display.

Entire unit occupies no more than 9½ sq. ft. of floorspace; 22″ deep, 26″ wide, 51″ high with a shelf overhang of 18″. Console controls include vertical and horizontal positioning, character and overlay brightness. **For More Information Circle No. 106.**

This electronic inquiry station can interrogate computer, punched cards, paper or magnetic tapes and convert resulting signals into alphanumeric characters. It can obtain information through direct connections with a computer or data storage, or in a remote location via telephone line, and instantaneously display 64 different letters, numbers and symbols at up to 190 characters per inquiry.

Magnetic Tape Printer



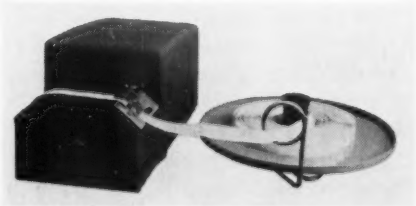
THE MODEL 960 LINE PRINTER, announced by Addressograph-Multigraph Corp., Cleveland, is a high-speed magnetic tape outprinting unit which writes 900 lines per minute. It prints 24 characters per line and is expandable, in modules of eight positions, to print up to 72 Gothic font characters per line. Several type styles and numerous special symbols are available. Into its solid state buffer, this machine reads tape records with up to six-line formats; accommodating up to 432 characters of core storage.

Data to be printed is under plugboard control which allows complete editing and re-ordering. This eliminates editing tape records for output printing in the course of data processing. In its entirety, the Addressograph-Multigraph electronic data processing system includes the Model 940 card-to-magnetic tape converter, Model 943 central file processor, Model 950 high speed serial printer and the Model 960 line printer.

These units are fully transistorized and embody modern electronic circuitry. Each can be custom-built to the specific data processing requirements of the individual customer. Purpose of the system is complete, high speed automation of all large name and data file maintenance, record keeping and printing requirements. **For More Information Circle No. 104.**

Light Tape Unwinder

A PORTABLE PAPER tape unwinder was announced by Comptometer's Western Apparatus Div., Chicago. The low-cost unit eliminates manual rewinding and holds a 12″ reel of up to 1300 ft. of chadless tape or up to 2000 ft. of fully perforated tape. It feeds the leading end of the tape from the center of the roll into a teletypewriter transmitter. Unit is 5″ high and 12¼″ wide; weighs only 1½ lbs. **For More Information Circle No. 107.**



For More Information Circle No. 390→

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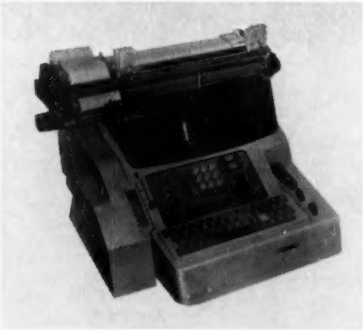
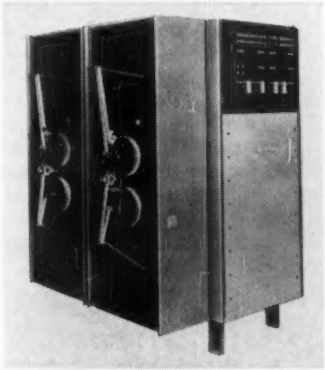
Data Processors From Europe

A LINE OF DATA processing machines, of which over 2500 have already been sold in Europe, has been introduced here by Underwood Corp., New York These include Data-Flo accounting machines for use at central or widely scattered locations to prepare original documents or perform initial accounting functions while punching essential data in paper tape for further processing. A variety of numeric and alphanumeric models are available to meet a wide range of applications. Features include a flexible method of mechanical programing that enables positive control of peripheral operations. Tape perforator is an integral part of the machine. Direct mechanical connection between operating keys, encoding units and punch assure punching accuracy. Punching sequence principle eliminates problems of punched card field size control.

A Data-Flo tape-to-card converter complements the accounting machine by producing punched cards from paper tape. Cable connected and fully synchronized with a summary punch, it produces 6000 to 7200 80-column cards per hour depending on type of punch used. All operations are under full program control. A magnetic core internal memory eliminates the need for tape and card data to be in identical sequence. Tape is read photoelectrically at 800 characters per second and checked before punching. Each card is verified automatically after punching.

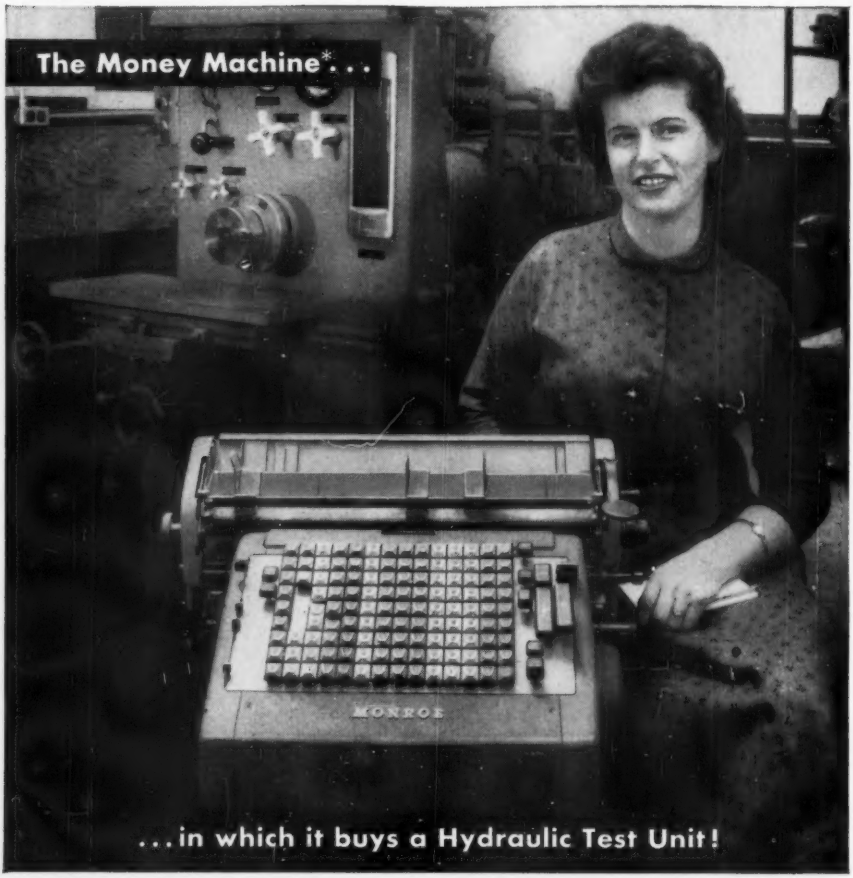
The Data-Flo tape-to-magnetic-tape converter records data on magnetic tape at up to 800 characters per second. Various models are available for computers currently on the market. Safeguards assure absolute accuracy; paper tape is read twice and checked. Data is edited and directed to a magnetic core memory where it is checked for parity before read-out. After recording, magnetic tape data is verified by a read-back operation which includes character count for comparison with memory contents, and horizontal and vertical parity checks. **For More Information Circle No. 105.**





Above is Underwood's Model 733 Data-Flo accounting machine; at right, the tape-to-card converter.

←For More Information Circle No. 390



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For More Information Circle No. 358

RIGHT or WRONG in Employee Relations

A ROUNDUP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

May Management Change Its Job Promotion Method?

What Happened:

Management decided to improve its promotion policy. For years the measuring rod was "seniority plus ability." Now it wanted something "tangible" instead of judgment alone, so it began to use tests for promotion to certain jobs. On one of these jobs an arithmetic test was a factor. Employees took issue, saying:

1. You never used tests so you can't suddenly introduce them.

2. You have plenty of protection. Each promoted employee is on 30-day probation. So you can get rid of him if he doesn't work out satisfactory.

The company came back:

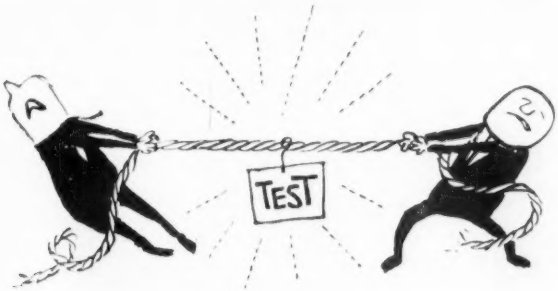
1. Tests are not entirely new. For example, on some jobs employees must pass a physical exam. That's a test.

2. Management should have a right to improve its selection procedure. Tests are one way to do this.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR WHITLEY P. McCOY RULED: "In principle the company cannot be denied the right to determine abilities in any reasonable way. For some jobs a look at the employee's personnel record might be sufficient. For another job a physical



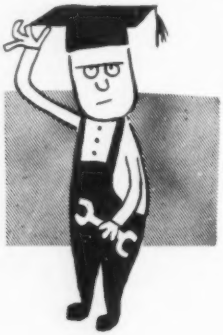
examination might be reasonably necessary, and that alone. For still another, a demonstration of ability to do the job might be reasonable. It might be fairly said that a written test would be quite unreasonable for jobs which call for 'a strong back and a weak brain,' but for some jobs a test would be reasonable and common sense. It is the award of the Arbitrator that, where reasonably necessary to determine abilities, the company does have the right to give a written test as a determinate for promotion."

How Can You Tell the Color of a Lie?

What Happened:

During a coffee break, Roland Manto, the personnel director, sat down next to an employee, John Warner—a union officer. They chatted for about ten minutes. When the personnel man returned to his office he said to one of his aides; "I wonder why this fellow Warner is working as a production man. He has an excellent vocabulary, seems very well educated and has a lot of self-confidence. Let's take a look into his background."

A check revealed some startling facts: Warner was a college graduate, had been fired twice in prior jobs—once for insubordination and the other time for falsifying his employment application. Three companies he listed as places of employment did not exist.



The fact that he had been discharged twice did not appear on his employment application.

When confronted with this evidence, Warner declared that he had lied because he felt he wouldn't get the job on the basis of his past record. He had found that being a college graduate was a handicap in getting a job as a production worker. He was interested in unions and took hourly-paid jobs so that he could foster that interest. He pointed out that his work had been good and that a year had passed before the company investigated his employment application. Nevertheless the company fired him. Warner charged that if he had not been a strong union officer, he would not have been fired.

The company called Warner a "pathological liar and a fraud." His omissions on his application were not "little white lies." The truth would have kept the company from hiring him. The fact that he was a union man was coincidental and should give him no special immunity. As for the year's wait, the company maintained that time does not give an employee immunity where this kind of falsification is concerned. The hiring application had the following paragraph: "Ap-

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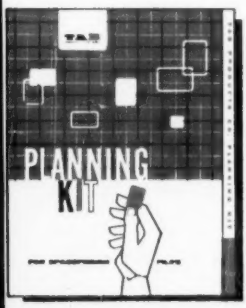
Revolutionary new Spacefinder Filing System gives savings up to 50% in clerical time, floor space, and cost — while affording the same dust, dirt and file protection as drawer files. Write for Planning Kit and Free Catalog.



*Can you identify the six filing applications above? (1) Medical records files in an outstanding Pennsylvania hospital. (2) Blueprint files in engineering section of a leading manufacturer of data processing equipment. (3) Mortgage loan files in a prominent Los Angeles savings and loan company. (4) Terminal digit filing in Auto Use Tax division of the Department of Motor Vehicles in a large Western state. (5) Saving space in the one-girl personnel office in a national airline regional office. (6) Beauty and orderliness in the home office of a major western insurance company.

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For More Information Circle No. 216

plicant will please read carefully before signing. Should you be employed, any false statement discovered in this registration will be considered cause for dismissal."

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR DAVID A. WOLFF ruled: "John Warner falsified his employment application not only as to educational background, but also as to former employment—the number and duration of jobs he had held and the work he had done. He did this for the purpose of obtaining employment which he believed he would not get if the true facts were shown. He signed this with the warning on the application that discovery of any false statement would be cause for dismissal. It is true that at the time of his dismissal he was a union official and appeared militant and aggressive. Whether or not he was a union official, his falsification supports discharge for the impropriety of what he did. The company was justified."

Is a Worker's Time His Own on Funeral Leave?

What Happened:

When Parkinson's step-brother died, the employee asked for a three-day leave to attend the funeral. In accordance with company policy, this was granted.

Subsequently the company discovered that Parkinson did not attend the funeral and it docked three days from his pay. Parkinson insisted that he didn't have to attend the funeral to be eligible for the three-day leave.

The company said, "Funeral leave is for the purpose of attending the funeral. Otherwise, why do you need three days off with pay?" Parkinson took his grievance to arbitration.

Was the Company:

RIGHT ☐ WRONG ☐

WHAT ARBITRATOR J. H. MARCUS RULED: "Under the contract, the granting of three days' funeral leave to an employee attending the funeral of a member of his family is specified. However, the employee who was away from work for three days upon death of his step-brother, with whom he had been raised, is not entitled to three days' pay, there being no evidence that the employee attended the funeral."

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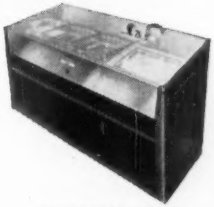

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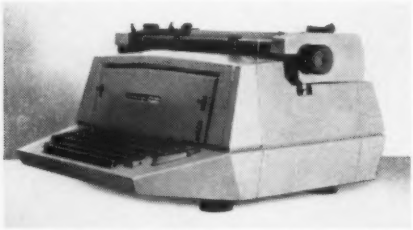
For More Information Circle No. 217

New Products

TYPEWRITERS

Underwood Corp., 1 Park Ave., New York 16, N. Y., unveils a new line of office typewriters composed of three electric and one manual machine: Raphael,



electric, carbon ribbon typewriter produces typescript with the sharpness of printing while operating like a normal electric machine. Variable spacing allots each char-

acter the space on the paper that its size requires. The Forum, another electric styled and constructed like the Raphael,

has standard typewriter spacing. Equipped to use either carbon or fabric ribbon, this machine is recommended where work must have outstanding quality. The Scriptor is lower priced for general purpose

typing. It has normal typewriter spacing, produced by fabric ribbon. The standard Touch-Master Five is a light-touch manual machine for quality typewritten work in normal typewriting spacing. **For More Information Circle No. 139.**

FURNITURE

Shaw-Walker, Muskegon, Mich., introduces Skyline, contemporary office furniture combining luxury of styling and ap-

pearance with compactness and convenience. All desks, chairs and companion pieces are light and trim. Clutter-proof drawers provide specific space for all work

and working tools, keep top clear of everything but the immediate job. Drawers slide freely and quietly on antifriction nylon glides. Double-wall, sound-insulated drawer heads, live rubber bumpers and one-piece drawer body also contribute to easier, quieter operation. Back and end panels are double-walled and lined with sound-deadener. The Skyline Chairs provide the comfort of the classic captain's chair. Skyline Secretarial Posture Chair offers simplicity of operation and a combination of 12 user benefits. Models and sizes for all office jobs — executive, secretarial, clerk. For ten-page color brochure No. A-320, **Circle No. 157.**

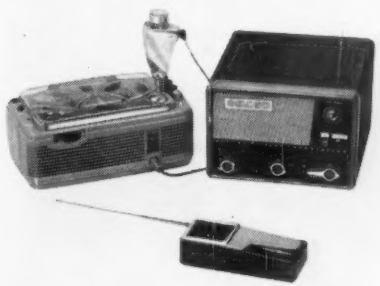
CALCULATOR

Marchant Div., Smith-Corona Marchant Inc., Oakland 8, Calif., makes the Tenkeymatic automatic electric calculator with the speed and figuring capacity of a rotary calculator and the operating ease of an adding machine. Its ten-key keyboard, widely used on adding machines, and fully automatic operation allow operators to

concentrate on their figuring which includes automatic multiplication, division, addition and subtraction. Operator presses numeral keys one after the other as figures are entered, touches control keys and reads answer in dials. The machine gives three-dial proof of all entries and answers, guaranteeing both accuracy of figures and correctness of answers. Its full cover encloses all moving parts including carriage and dials, sealing out dust and dirt and making operation extremely quiet. Slide-away carrying handle and rubber positioning wheels make the calculator easy to move on work surface. When repositioned, enclosed carriage eliminates the problem of where carriage will go when machine starts calculating. Back transfer for chain figuring allows successive multiplications without re-entering the first or any intermediate answer. Internal memory stores, for later use, answers obtained in multiplication, addition and subtraction. Priced at $595. **For More Information Circle No. 120.**

RADIO DICTATING SYSTEM

American Geloso Electronics, Inc., 251 Park Ave. S, New York 10, N. Y., announces business communications equipment for remote wireless dictation and recording. Called Remote-Tape, it allows users to range a wide distance from the recorder while carrying only a pocket



sized unit containing microphone and transmitter. Every message is automatically recorded by a standard Geloso Stenotape unit which can be a half mile or more away. Complete unit consists of a wireless microphone, receiver-control unit, actuator which starts and stops recording unit and recording/transcribing unit. Recorder operates only when messages are being dictated, so it is possible to dictate at interrupted intervals and still have only material actually dictated appear on the tape with no blank spaces. A gating circuit prevents any other transmitter from

activating recorder. Although transmitter operates on citizens' band frequencies, receiver will still not operate unless its own transmitting counterpart is sending. Complete with wireless microphone, receiver-control unit and actuator, system is $995. Unit for direct sound operation is $295. Standard Geloso Stenotape unit is $179.95 including excise tax. **For More Information Circle No. 137.**

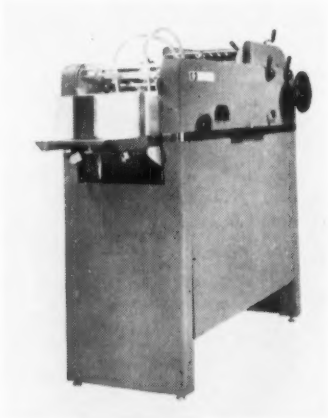
AUTOMATIC TYPEWRITER

Royal McBee Corp., Westchester Ave., Port Chester, N. Y., announces the Royaltyper single-system automatic typewriter. Designed to type letters automatically at 135 words a minute, it can cut letter-writing costs as much as 85% when multiple copies of a letter are required. Twenty letters an hour can be typed by the ma-

chine, as compared with 20 letters a day produced by many average typists. Typist can prepare the master tape on the machine itself simply by typing a visual copy of material to be reproduced. Tape is then ready to be fed back into the machine, eliminating need of a separate punch. Conventionally wide, piano-roll tape is replaced by a 3½" wide heavy paper tape for ease of handling, and rapid and simple insertion. Supplied on a spool or in a flat-pack form, tape can be filed and re-used many times. Unit is available in two models: File-Tape Royaltyper, using flat-pack tape, permits unlimited selection of paragraphs, making it possible to personalize letters and introduce information adapted to particular needs or interests of recipients. Spool-Tape Royaltyper offers all advantages of the slightly more expensive File-Tape model except paragraph selection. Both models consist of a tape reader, integral punch, and new Royal electric typewriter. Models sell for from $1425 to $1990, and can also be leased. **For More Information Circle No. 149.**

OFFSET DUPLICATOR

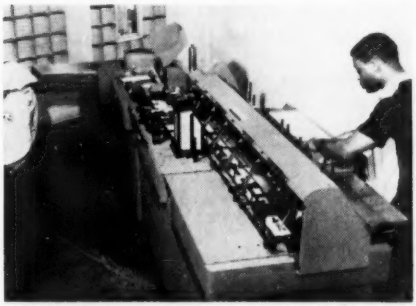
Addressograph-Multigraph Corp., Cleveland 17, Ohio, introduces the Multilith Offset Model 1000. Modestly priced and designed for effortless operation, it produces 110 copies per minute in both line and halftone. Features include: Simflo



control of ink and moisture balance; 1000-sheet vacuum feeder; automatic blanket cleaner; sheet counter; overload clutch; chromeplated cylinders. Unit also can be equipped with optional features, including automatic master clamp cylinder; automatic plastex applicator; auxiliary ink coverage attachment; work organizer; and card feed magazine. **For More Information Circle No. 130.**

AUTOMATIC MAILING MACHINE

Bell & Howell Phillipsburg Co., Phillipsburg, N. J., has developed an automated mailroom in a single machine. The equipment prepares 4500 mailings per hour. Machine handles punched-card billing for department store and service station charge accounts. The units feature automatic feeding for variable inserts. A robot device uses compressed air and mechanical



fingers to distribute bills and charge slips into proper envelopes. Designed to handle any type of standard punched card, equipment also stuffs up to eight additional pieces of mail into the envelope, seals it, adds correct postage, stacks envelopes for mailing. This development is available on special models of the company's Expediter series. **For More Information Circle No. 146.**

PHOTOCOPIER

Transcopy, Inc., 10 Paterson Ave., Newton, N. J., unveils a budget-priced photocopier called the Transmatic with a No-Mix cartridge containing completely pre-mixed solution. All handling of solution is eliminated. The cartridge is snapped into place for use and snapped out when solution is used up. Mechanism automatically forces solution to flow into the tray when machine is turned on. Solution automatically returns to the cartridge as the machine is turned off. Chances of spilling or damaging clothes are eliminated and this practically eliminates oxidation. The solution lasts weeks longer. Despite unit's low price, it includes features found on more expensive models. Its housing fits in with any office and its clean, compact size saves space. Paper safes are built-in to guard paper from exposure and conserve space. Unit gives copying quality and reproduces any color—anything written, typed, printed or

drawn. Copies are jet-black on white paper. It is also possible to copy on a variety of colored papers. It requires only 11 seconds per copy and anyone can operate it without special training. Does not need any special installation. **For More Information Circle No. 122.**

AUTOMATIC COIN CHANGERS

Standard Change-Makers, Inc., 422 E. New York St., Indianapolis 2, Ind., announces the Standard Duo-Changer, two manually operated Change-Makers in one

cabinet, and a new line of single, double and triple Maximum Security Change-Makers. The Duo-Changer is basically the same as Standard's single Change-Maker, and the triple Standard Multi-Changer. All three are designed for at-

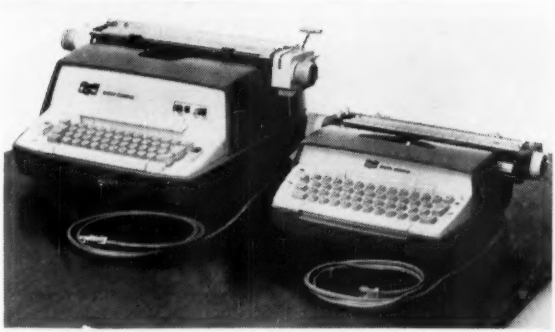
tended or heavily traveled vending locations where the extra cost of heavy duty cabinets, vaults or padlocks is unnecessary. Dual unit will be built to order to change any two coins into any specified combination of change. Heavier cabinetry, common-front design, interchangeable units and cartridge loading characterize Maximum Security Change Makers. Constructed of heavy 3/16″ steel with a quadruple locking mechanism, they eliminate need for vaults or other protective devices even in unattended locations. Access is through a front door, securely locked with two internal screw-type locks, and two case-hardened external locks with double tumbler systems. External locks are UL approved. Cabinet design makes built-in wall or common front installation as practical as installation on wall, post or stand. Loading and servicing is easy and can be done by women. Once door is unlocked and opened, each change unit is tilted forward into loading position. Or the whole unit can be removed and preloaded, or exchanged for a loaded extra unit. Standard is also developing a sealed cartridge change unit that will enable user to load and service units in the office and have a route man replace them in machine without touching loose change. Machines will be built to order to change any one, two or three coins into any specified combinations of change. Capacity of the machines varies from $25 in some single units to over $400 in some triple units. Each has its own coin slot, large separate cash box and return change tray. **For More Information Circle No. 114.**

PAPER SHREDDER

Michael Lith Sales Corp., 145 West 45th St., New York 36, N. Y., announces the Destroyit paper shredder designed particularly for executive offices. With one pushbutton operation and absolute safety, it renders up to eight sheets of bond paper at once into thin shreds. Innocent carelessness in handling private papers might hurt a business, stall its objectives or corrupt important responsibilities on a government order. Are we sure that nobody ever looks through our wastebaskets? Short of burning, which is impractical, the Destroyit paper shredder is essential office equipment, not only for executives but wherever records of importance become obsolete and must be thrown away: bookkeeping departments with names of customers and essential suppliers, advertising department mailing lists, designs and drafts for new products or improvements, contracts for special material. With the Destroyit within reach, there is continuous and immediate destruction of essential papers meant for

waste, which otherwise remain around long enough to "backfire." The Destroyit paper shredder, with its modern office appearance, has a movable cabinet and removable waste-bin for shreds. Width of the shreds is 3/32″. There is a three-way switch for on, off and reverse. Cutting mechanism and motor operate on ball bearings. Paper clips and fasteners do not damage mechanism. Anyone can operate the Destroyit which will provide 88 lbs. of shredded paper an hour, for packing and shipping material. The 110-volt AC motor connects to light circuits. Unit's height is 34 4/5″; width, 17 3/5″; depth, 15 3/5″. Riding on castors, it is easily moved to favorable working spots in office or plant. It weighs 71 lbs. **For More Information Circle No. 176.**

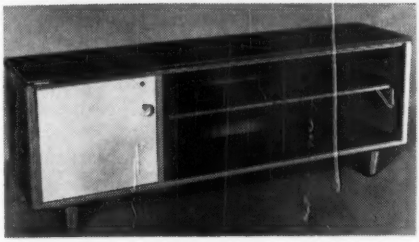
ELECTRIC TYPEWRITERS



Smith-Corona Marchant Inc., 410 Park Ave., New York 22, N.Y. introduced two electric office typewriters: a deluxe secretarial capable of serving as a component in computer systems, and a compact electric for small business and instructional use by schools. The larger unit, 400, will sell for $455, and the compact 200, for $225. The 400 has an interchangeable carbon ribbon system, enabling operator to switch from fabric to carbon ribbon and back again by pushing a button. The 200 has a simplified electric carriage return. Unitized construction throughout the 400 for maximum reliability under constant usage. This consists of assembly units rather than individual parts which result in easier maintenance. The 200 has power for keyboard and automatic carriage return without extreme bulk and weight. Adequate power is obtained from a comparatively small 110-volt electric motor. Maximum output is possible by use of lightweight, nonmagnetic parts. Keyboards are concave, with all frequently used controls adjacent to typing keys and tilted to reduce finger travel. Vinyl based paints in slightly textured colors add to the modern appearance. Keyboards are completely enclosed, which helps keep machine clean and has a soundproofing effect. Additional electrically powered features on the 400 and 200 include repeat spacebar, repeat underline and hyphen, automatic cross-out key, automatic tabulator clear, and automatic repeat of any of the 88 keys on special order. **For More Information Circle No. 121.**

EXECUTIVE FURNITURE

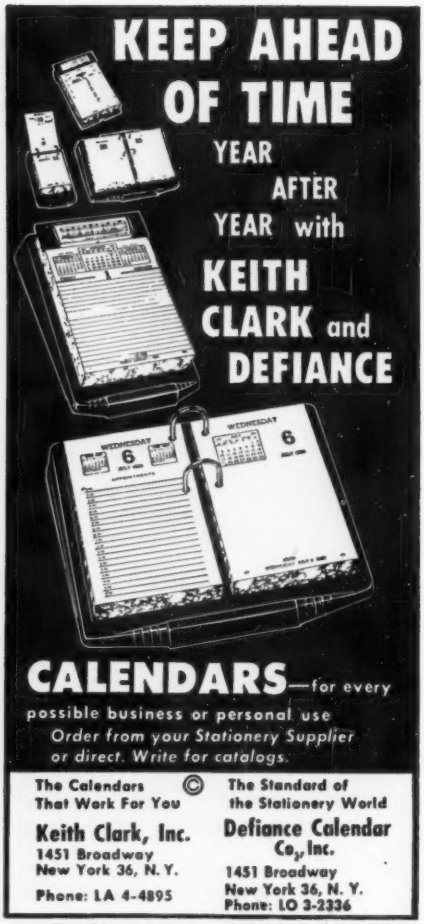
Vickers-Armstrongs Ltd., 13 City Road, London E.C.1, England, announces the V-A 60 line of steel office furniture designed by Robert Gutmann, F.S.I.A., who was given a free hand and whose designs were produced intact. The outcome is said to be striking, with line and color integrated for an unusual effect. The V-A 60 line includes executive and secretarial



desks, bookcases, tables, filing and storage cabinets, wastebasket and letter tray. Further items will be added later. For illustrated literature showing colors, **Circle No. 165.**

ELECTRIC HEATER

Scott-Rice Co., 610 S. Main St., Tulsa 19, Okla., offers the Heter electrical heater



For More Information Circle No. 282

For More Information Circle No. 283

which the manufacturer claims will not blow fuses. Costing less than 1¢ per hour to operate, it is said to require only about 15% of the power usually necessary. Easily attaches to desks and other furniture by non-corrosive cadmium plated

rods and drilling two small holes. Aluminum reflector directs heat away from desk. UL approved 9 ft. Belden cord plugs into normal office outlet. Heating element said to last around 2500 hours with replacements available at $1.75 apiece. **For More Information Circle No. 170.**

PAPER CONVEYOR SYSTEM

M-H Standard Corp., 515 Communipaw Ave., Jersey City 4, N. J., announces the Monoflo automatic paper handling system

for transferring complete files and books, as well as single sheets. It consists of a rotating cable conveyor and three different

New Kodak Ektalith Method saves you time, space and equipment costs in office offset duplicating

This compact, table-top installation, teamed with office copy camera and duplicator, lets you make either high-quality *photo offset masters* or *direct paper copies* of the widest variety of documents—*enlarged*, *reduced*, or *same size*. Only 3 simple steps—expose, process, transfer. In less than 2 minutes' time, you're ready with master or copies! Job's as clean as it is easy, can be handled by anyone in the office with a minimum of training.

Kodak Ektalith Loader-Processor, shown to left, permits entire operation to be carried out in *room light*. Together with companion Kodak Ektalith Copy Unit it costs you only $788.50. Now you can reproduce practically anything printed, typed, written or drawn—quickly, conveniently, and at low cost. You can copy all line work and a variety of halftones—all kinds of pen, pencil, or crayon writing in almost any color. Solid images are reproduced next to fine detail without mottling. Masters require little or no clean-up time, are easily corrected.

For free booklet phone local Kodak Ektalith dealer, or write Eastman Kodak Company, Graphic Reproduction Division, Rochester 4, N. Y.

Price is list and subject to change without notice.

KODAK **Ektalith** METHOD ... *puts you ahead in offset*

Kodak TRADE MARK

For More Information Circle No. 340

Even after hundreds
of imprints,
the Elliott
addressing stencil
gives a
clean-cut
impression
MERRIMACK-ESSEX ELECTRIC CO.
Merrimack-Essex Electric Co.
121 Merrimack Street
Haverhill, Massachusetts
ELLIOTT
Merrimack-Essex Electric Co.
121 Merrimack Street
Haverhill, Massachusetts

EVERYTHING SHARP AND CLEAR, NO FUZZY EDGES, NO BROKEN LETTERS, NO SMEARS with the famous light-weight Elliott addressing stencil, even after long usage. This is the stencil that packs so compactly, handles so lightly, perfectly designed for selectivity operation — all at an incredibly low cost. This is the stencil that can be typed on any ordinary typewriter, no expensive special equipment necessary.

That's why businesses big and businesses little all over the country use the Elliott Addressing System, designed to suit mailing lists from hundreds to millions, to address mailing pieces from small size cards to mammoth broadsides.

ELLIOTT

35,000,000 Americans moved last year. The Elliott Addressing System easily keeps pace with your ever-changing mailing lists.

LIGHTWEIGHT — *a whole trayload of 125 stencils weighs only 8 ounces.*

TYPEWRITEABLE — *anyone who can run a typewriter can make stencils.*

MAXIMUM SELECTIVITY: *Elliott can automatically imprint specially chosen names for any special job. Hundreds of selective addressings possible.*

For More Information Circle No. 218

Elliott Addressing Machine Company
143 Albany St., Dept. O-120, Cambridge, Mass.

Please send me information about the cost-saving Elliott Addressing System suited to my size mailing list, which is .....

Name & Title _____

Company _____

Type of Business _____

Street & No. _____

City _____ Zone ____ State _____

4/E

new economy adding machine by addo-x

economy priced to save you money—4-way guarantee and continuous-duty design assures long trouble-free service———the famous "addo-x" features include: direct subtraction—repeat add and subtract—total and subtotal in red—direct-action function keys—symmetrical, interlocked keyboard———7/8 capacity see your dealer or write: "addo-x" 300 Park Ave. NY 22

sensationally low list price $198.50

For More Information Circle No. 205

types of paper carriers which allow papers or files to be hooked onto the conveyor at any point. Conveyor moves at speeds up to 12 ft. a minute. Workers need not leave their desks or work stations to transfer papers. Unit is compact and can be installed alongside desks or suspended from the ceiling. Conveyor can go around curves and up or down inclines permitting installation to meet office and plant layout requirements. Choice of carriers depends on individual use. A paper clip hook that looks and works the same as a standard spring clip is used for just a few sheets. A folder carrier holds complete file folders. When a larger quantity of separate sheets must be transferred, a paper tray carrier is used. All carriers contain hooks for suspension from conveyor. Low in cost, the system is designed for use where the distance between stations does not exceed 100 ft. It can be operated in either one direction only or reversible for two-way operation. Automatic discharge is available. For a brochure describing the Monofio system, **Circle No. 128.**

COPYING PAPER

Interchemical Corp., Copying Products Div., 417 East 7th St., Cincinnati 1, Ohio, has developed an Instant Copy Paper in

white and colors for use on Thermo-Fax machines. This IC paper makes copies that are sharp, clear, easy to read, tear-

tape-file

PUNCHED TAPE ACCESSORIES

#5057

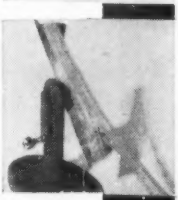
High Speed Manual Tape Winder

Saves time in winding, reversing or searching coded tapes. May be adapted for computer reels.

#8060 Adapter

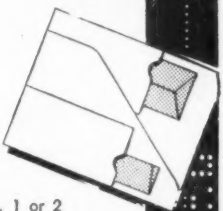
Adapts all "Tape-File" winders and rewinders to RCA 501 and Burroughs 220 reels.

#1157 Manual Tape Folder



Folds tapes rapidly for filing. Folding arm is designed to fold tapes safely, remove easily.

File Tapes with Documents



Slash front file folder with two pockets for tapes and/or cards.

Oil resistant envelopes, 1 or 2 pocket for tab files.

SAMPLE PACKET —
File Folders & Envelopes $1

Send Today

DRESSER PRODUCTS
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PROVIDENCE 5, R. I.

For More Information Circle No. 278

Be Just as Proud of Your Erasing as You Are of Your Typing!

Even on today's superb machines—electrics or standards—typists make occasional mistakes. But you can be just as proud of your erasing as you are of your typing. Erasing results are almost unbelievably clean and quick with these *specially selected Weldon Roberts Erasers for correcting impressions made through carbon or fabric ribbons.*

JUST TWO EASY ERASING STEPS:

1. NO. 448 GREEN GLOW
Removes surface carbon to prevent smearing. Soft green rubber encased in spiral paper wrapping with pull-string for easy repointing.

2. NO. 3650 GRAYPOINT WHISK
Removes the final image. Wood-cased eraser with quality gray rubber core. Easily repointed in any pencil sharpener or with a knife. Hexagonal; won't roll off your desk. With whisk for brushing away eraser crumbs. (NO. 365 GRAYPOINT, same eraser without whisk.)

OR: NO. 378 GRAYPOINT
With same quality gray rubber core. Spiral paper wrapped, like NO. 448 Green Glow. The Graypoint Erasers are also superb for erasing impressions typed through fabric ribbons.

Order these erasers today from your stationer!

WELDON ROBERTS RUBBER CO.
365 Sixth Ave., Newark 7, N. J.
World's Foremost Eraser Specialists

Weldon Roberts Erasers
Correct Mistakes in Any Language

For More Information Circle No. 259

resistant, long-lasting, practically nonfading and permanent. Won't become brittle. Packaged with a cut-away tray for quick, easy handling. With each package comes a free cloth copy jacket. **For More Information Circle No. 115.**

PORTABLE DICTATING MACHINE

Edison Voicewriter Div., McGraw-Edison Co., West Orange, N. J., offers the portable battery-operated Escort dictating machine for use in the office or on the road as a regular dictating machine. Comfortably slung over the shoulder in a leather holster or carried in an attractive attache case when traveling, it can be used to record interviews, notes or reports anywhere. Rugged in structure, it will record in any position — in the briefcase,

even upside down. Unit is said to have the full power of standard dictating machines. Adjustable record volume control enables user to record close-up dictation, conferences or interviews without extra microphones or accessories. An on-talk light flickers with the sound of the voice, signalling visually that unit is recording; and a signal warns when user is near the end of disc. One set of batteries will power machine for three months. Same easily visible indexing system featured in Voicewriter units is included. Audible scanning control enables user to tune in at any desired point on a recording. **For More Information Circle No. 119.**

Anybody in the duplicating department can operate a KENRO "VERTICAL 18" CAMERA

There's no big secret behind this girl's pleasure over a job well done. Nor to the enthusiasm of her boss, and a lot of other successful businessmen. From copy to on-press is only a matter of minutes when you team the space-saving Kenro with modern reproduction processes to make printed communications a finger-tip process. The Kenro "Vertical 18" produces highest quality negatives or masters for any of the newer techniques — Ektalith, Gevacopy and xerography.

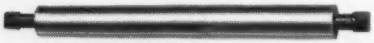
It's a lot less expensive and a lot more convenient to make your own negatives on a Kenro than to buy them on the outside. Now is the time to call a Kenro dealer for a demonstration or write for literature on the complete line of Kenro Vertical Cameras and accessories.

KENRO GRAPHICS, INC.
Dept. F-12, Cedar Knolls, N. J.

For More Information Circle No. 365

OFFSET DUPLICATOR ROLLER

Lith-O-Roll Co., 89 N. Beacon Place, Pasadena 11, Calif., offers a precision oscillating roller for improving ink dis-



tribution on Multilith offset duplicators. It rides on the upper ink form roller, replacing the small rubber idler roller. Installation is a matter of seconds, and is said to simplify printing of large halftones or solids, in black or color. Priced at $35.95 for Model 1250, same type of oscillating roller is also available for ATF Chief 15 or Photostat Masterlith at same price. **For More Information Circle No. 156.**

PNEUMATIC TUBE SYSTEM

Lamson Corp., Lamson St., Syracuse, N. Y., announces availability of a 2¼" packaged pneumatic Airtube system. Designed to either augment an existing, full scale Airtube system or solve paper handling problems in a smaller business, Erecto Airtube systems are engineered and assembled at the factory so that

only a minimum of installation time is required. Simply determine locations for stations, install tubing, plug into a standard 110-volt outlet and equipment is ready for operation. Power unit, built into a

ONCE UPON A WALL

—now one upon a desk

BOSTON®

Portable—in 4 colors:

Right in step with modern offices the Boston Champion Portable Pencil Sharpener saves time . . . builds efficiency.

Order today from your local stationer.

Blue
Green
Sandtone
Gray

C. HOWARD HUNT PEN CO., CAMDEN 1, N.J.

For More Information Circle No. 271

This great paste ink...

gives you copies with the quality look of fine printing

Hard to believe the results you can get with your present duplicator when you switch to Tempo Jetdry Ink. Beautiful copies even on *bond* or *offset* papers—without slipsheeting! And—you can run both sides of the paper and get equally fine work.

The secret of this fast-drying ink—made exclusively by Tempo—is that it does not penetrate the paper as most liquid inks do. Impressions merely "kiss" the paper surface as in commercial printing. Result: no fuzzy type—copies are so clean they look like individually typed sheets. In fact, you can match up the printing on your own typewriter. And—because it's in paste form, Tempo Jetdry is so much *cleaner* to use. Economical, too—you get thousands of extra copies per pound; also, big paper savings when you run two sides.

Pin coupon below to your letterhead and mail today for FREE FOLDER containing complete information about this amazing new ink.

TEMPO

America's highest quality & most complete line of stencil duplicators & supplies

MILO HARDING CO.
186 Tempo Bldg., Monterey Park, Calif.
Please send full information about Tempo Jetdry Paste Ink

NAME .....
COMPANY .....
ADDRESS .....
MAKE AND MODEL OF DUPLICATOR USED
.....

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MILO HARDING COMPANY — Established 1904 — Monterey Park, California
Los Angeles • Pittsburgh • San Francisco • Washington, D.C. • Mexico D.F. and dealers everywhere

For More Information Circle No. 227

Are you kidding yourself about how often your company's information might get into the wrong hands?

Avoid Losses! Avoid Unexpected Troubles—with the

destroyit
office paper shredder

For more information see your dealer or write
MICHAEL LITH sales corp.
145 West 45th Street, New York 36, N. Y.
■ Dealer: Write For Profitable Sales Plan.

For More Information Circle No. 251

WRITE FOR PRICE LIST

GARDNER STAMP CO.
166 S. Washington St.
Wilkes-Barre, Pa.

For More Information Circle No. 252

steel cabinet, has a low noise level allowing installation almost anywhere. Each packaged system is complete, including power unit, 2¼″ O.D. tubing, 9″ x 1⅜″ I.D. transparent carriers, valves, tube sleeves, hanging rods, tube clamps and tube joint cement. Extra lengths of tubing or additional elbows can be obtained if required. For bulletin "Erecto Airtubes," **Circle No. 151.**

PHOTOCOPIER

Triangle Business Machines, Inc., 1808 S. Main St., Los Angeles 15, Calif., introduces an all-purpose photocopy machine with a contact printer designed for speedy, one-hand operation. Utilizing a diffusion transfer process, it will reproduce in black anything visible on book or magazine pages, cardboard, blueprints or letters, and also metal offset plates in 30 seconds.

Called the Universal 100, it features an attractive desert sand finished cabinet with an 11″ throat to accommodate copy up to 10 x 18″. A single handle locks or lifts the contact printer lid. Automatic electric timer is controlled by a single turn-and-push knob. Models for larger copy sizes are being tested for introduction shortly. The Universal 100 is 20″ wide, 18½″ deep and 11″ high. Suggested retail price: $195. **For More Information Circle No. 112.**

OFFSET PLATES

American Stencil Mfg. Co., 2714 Walnut St., Denver 5, Colo., announces Sure-Rite double-coated direct image plates for

NEW FACIT T-1

Never before has a typewriter combined such modern elegance of design and precision operation. It's Facit's new T 1, sister-machine to Facit's world-famous line of calculators. And it brings you these important Facit features: ease of use, speed, durability, magnificent Swedish steel construction. T 1's touch is "supple" . . . it writes easily and effisiently . . . there are *two* tabulating systems* for remarkably quicker work . . . and its attractive new color, Viking Grey, adds a decorative look to every office. **Dual Tabulating System—There's an extra Tabulator, easily operated by one finger, with up to 20 fixed pre-set stops to meet your many routine office tasks.*

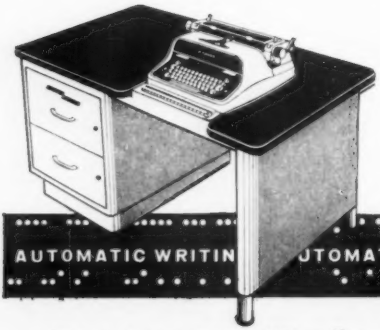
FACIT, INC. 404 Fourth Ave., N.Y.C. 16 • 235 Montgomery St., San Francisco 4

SOLD AND SERVICED IN 102 COUNTRIES

For More Information Circle No. 210

OFFICE AUTOMATION · OFFICE AUTOMATION · OFFICE AUTOMATION

EICHNER *Flextronic*

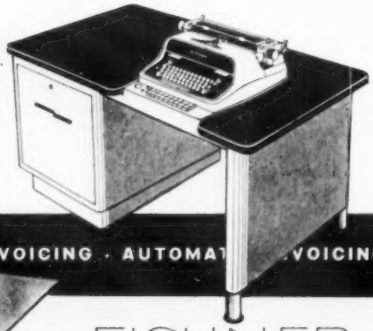


The remarkable, automatic, systems writing Automat, with unlimited selectivity and punched tape reproduction. The photo electric tape reader with electronic data conversion and relay controlled, automatic typing mechanism —guarantee completely reliable operation and utmost speed: 800 strokes per minute.

AUTOMATIC WRITIN UTOMATIC ORGANIZATION · AUTOMATIC WRITING

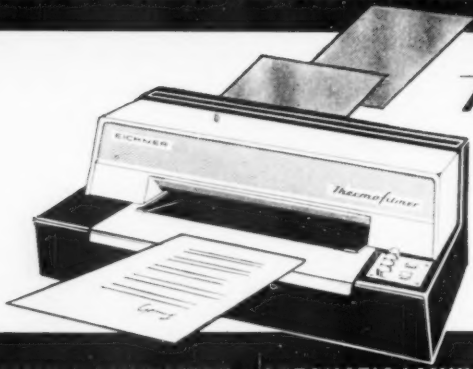
EICHNER *Notamat*

Automatic Invoicing Machine. Fully automatic. Programmed operation. Multiple program changes by simple turn of a knob. Relay controlled calculating and accumulating units of most modern construction. A perfect billing machine with highest performance.



AUTOMATIC INVOICING · AUTOMATIC INVOICING · AUTOMAT VOICING

EICHNER *Thermofilmer*



In a few seconds pamphlets, reports, documents and drawings, are automatically "thermofilmed"—i.e., coated on both sides with a thin, colorless and transparent film. Papers are permanently protected, clean and impressive in appearance

AUTOMATIC LAMINATION · AUTOMATIC LAMINATION · AUTOMATIC LAMINA

EICHNER-ORGANISATION

Unterlindau 21-29, Frankfurt/M. Germany, Telephone: 723651, Telex: 04-12056

For More Information Circle No. 248

offset duplicators, available in all sizes and in rolls for Copyflo, systems work and other specialized applications. Plates are coated both sides to prevent curling and promote ease of handling. Designed for all offset machines, they work with any inks, chemicals, etc. Clean-running, there is said to be no smudging, scumming or fingerprinting when these plates are used. Erasures are easily made. Plate No. 5 is recommended for medium short runs; No. 10 for medium long. **For More Information Circle No. 172.**

LIGHT TABLE

NuArc Co., 4110 W. Grand Ave., Chicago 51, Ill., has added a 23″ x 28″ light table in its line, complete with accessories. This LT-23 has a 23″ x 28″ working area. Highly polished, chromed, machine steel straight edges on all four sides are adjustable. Ceramic glass top with softly diffused fluorescent light. Silver hammerloid baked enamel finish. Large steel storage shelf. Price is $99. Accessories include: developing top at $25; dropleaf work table for either or both sides at $25 each; and a catch-all shelf for either or

both sides at $12.50 each. Other NuArc tables run from 18″ x 20″ to 42″ x 62″. For bulletin N217-0, describing these units, **Circle No. 116.**

Grease pencil note on extruded clear plastic Memo Strips*

UNIQUE VISUAL CONTROL

MEMO FLEX* is a new visual control and scheduling board that is easy to use, flexible and low in cost.

Tells you at at glance where things stand, where trouble may be developing. A visual picture of concise details, a constant spur to action. Easily kept active and accurate, it saves time and trouble wherever simple, effective visual control is needed.

Every unit comes complete with all the elements for the user to create his own custom layout. Only $39.50 F.O.B. Dayton.

Memo Flex* DIVISION

515 Bannock Street, Dayton 4, Ohio

National Distributor QuesTronics Division, Chicago 6, Ill.

*TRADE MARKS OF THE GARRISON MACHINE WORKS, INC., PAT'D. PEND.

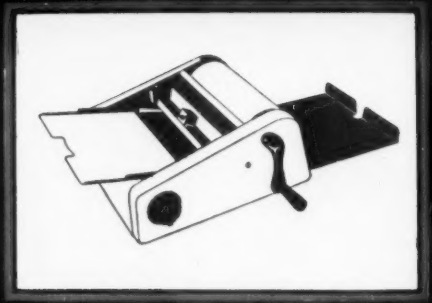
Desired columns laid out using adhesive striping tape.

Column title headings made up using adhesive letters.

Memo Strips* slide up and down, snap in and out for easy arrangement.

For More Information Circle No. 243

MANY COPIES
IDENTICAL
PRESTO!



the spirit duplicator SADA Sprint

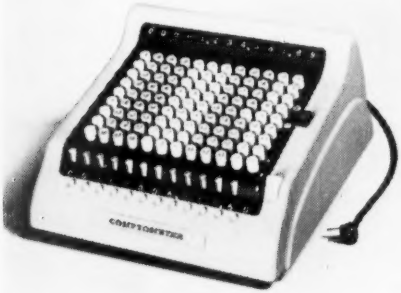
it's simple
it's fast
prints up to seven colors together
it's precise
it's economical
and... it's portable!

SADA S.p.A. Duplicatori ed Affini
first Manufacturer of Duplicators in Italy
Milano, Italy - Piazza S. M. Beltrade, 1

For More Information Circle No. 241

CALCULATOR

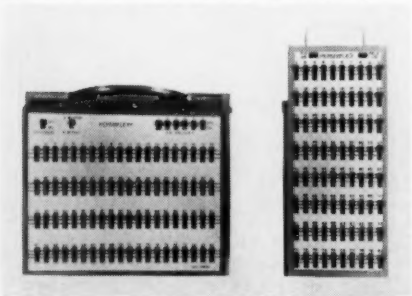
Comptometer Corp., 5600 W. Jarvis Ave., Chicago 48, Ill., announces the Comptometer Duplex Calculator Model 12D, designed to eliminate the need for reworking figures to arrive at a grand total. It has two sets of dials, one to store



figures both positively and negatively for use when needed. An easy-to-use two-key control simplifies operator decisions, thus reducing fatigue. Color styling minimizes keyboard shadows and eliminates glare or reflection on keys, keyplate and case, reducing eyestrain. **For More Information Circle No. 110.**

WIRED CONTROL PANELS

Tech Panel Co., Box 91, Kirkwood, N. Y., announces addition of Permaflex panels to its line of data processing ac-



cessories. Company has exclusive distribution rights in U.S. excepting New York City and N.J. Units are permanently

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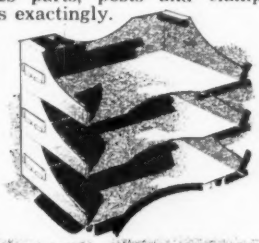
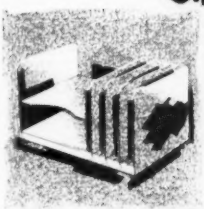
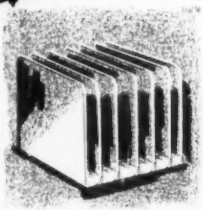
"BUILD UP" HORIZONTAL DESK TRAY. Use singly, as a pair, or multi-level. Eliminates parts, posts and clamps. Interlocks exactingly.

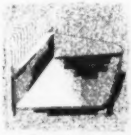




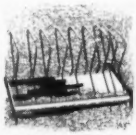
Flexible Steel Kleradesk —Model D. Occupies minimum desk space.



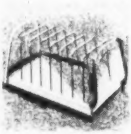
Flexible Steel Kleradesk Model 6V. Provides protective place for papers.



File-A-Sist Speeds Filing



Adapto-Rack Sectional Organizer



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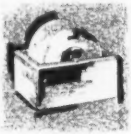

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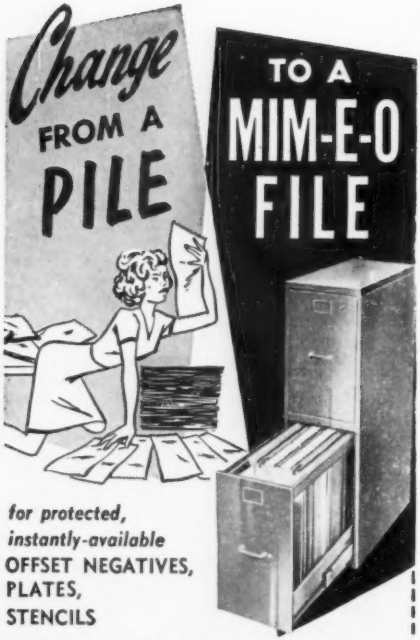

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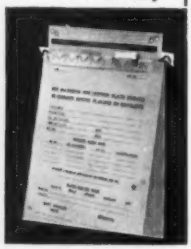
STOP WASTING time and money! Every time you lose or damage an original, you're throwing away a $10.00 average investment. With low cost, sturdy MIM-E-O STENCIL FILES, you can *immediately* put your finger on a *perfect* stencil, neg or plate hanging free from pressure . . . protected . . . easily filed, easily found.

There's a MIM-E-O model for all types and sizes, to protect from 150 to 1400 "investments".

And new *SADDLE ENVELOPES* hang *negatives, plate plus all work sheets* in a single, handy, compact filing unit . . . in any MIM-E-O model.



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For More Information Circle No. 258

wired, making it possible for tabulating machine operators to switch operations without removing or inserting plug wires. Unit is built into a standard Tech panel and tested to perform the function required in reproducing punches. It has four-position slide switches and permits operator to reproduce and compare into blank or pre-punched cards or intersperse, gang punch and compare. The units are guaranteed for two years against defects in workmanship and materials. All replacements or repairs of defective parts made within the warranty period will be free of charge if panel seals are unbroken. Panels are available in Types 513, 514 and 519. For prices and literature, **Circle No. 123.**

SECRETARIAL KIT

Roytype Div., Royal McBee Corp., Box 311, Port Chester, N. Y., offers a compact, secretarial kit to make office life more pleasant for secretaries. Her Royal Highness Secretarial Kit contains plastic type

cleaner, platen restorer, nylon type cleaning and type dusting brushes, hand cleaning and conditioning lotion and an aerosol spray for freshening and sanitizing office air. The kit retails for $4.95. **For More Information Circle No. 143.**

LOOK!

14 great new copy machines in the Ozalid®-Ozafax line!

Each one styled, sized, and priced to give you maximum efficiency for every office or plant need.

Got a preference in diazo reproduction equipment? Ozalid dry or Ozafax semi-dry (sometimes known as "moist")—take your choice from 14 brand-new models, rarin' to work for you.

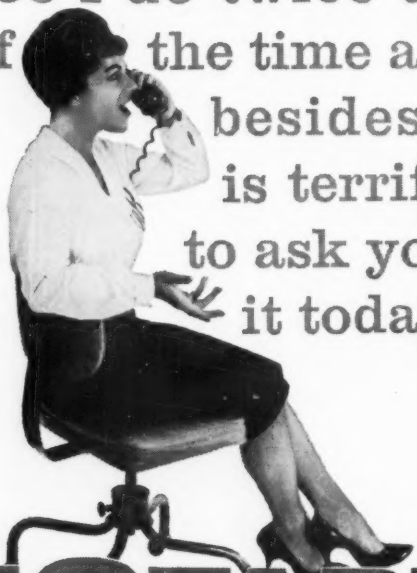
In seconds, these machines make office and engineering reproductions you can hardly tell from originals. Save you time, work, money. Eliminate office copying errors, retyping, proofreading, double-checking. Increase print output, reduce reproduction costs. Paper cost? As little as 1¢ for a letter-sized copy.

Find out about these new models and the complete Ozalid-Ozafax line. Talk to an Ozalid salesman now or write: Ozalid, Johnson City, New York. In Canada, Hughes-Owens Ltd., Montreal.

Ozalid for '61 – boldest new look in the business!

For More Information Circle No. 334

"...and I'm practically a lady of leisure, now that marvelous StenOtape does most of my work. Simply uncanny, the way it hears the boss's words, even when he's pacing around like a lion. Transcribes like a whiz, too. So I do twice the work in half the time and get a raise besides !!! StenOtape is terrific, you ought to ask your boss to try it today."



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FREE TRIAL AT YOUR DESK

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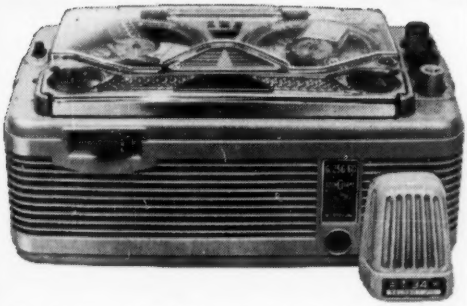
STENOTAPE



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FREE BOOK For complete information about all dictating equipment, read "The Facts About Dictating Machines." Includes an independent survey among secretaries disclosing what they look for.

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☐ Please RUSH, without obligation, free 16-page book, "The Facts About Dictating Machines."

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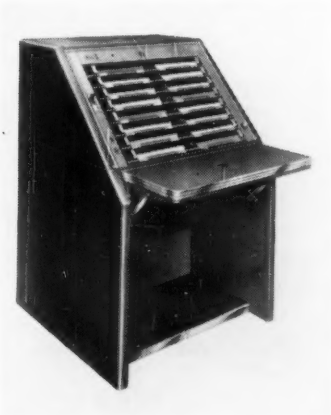
For More Information Circle No. 257

COLLATORS

Thomas Collators, Inc., Dept. 98P, 100 Church St., New York 7, N. Y., has re-engineered both its semiautomatic and mechanically operated 8, 10 and 16-sheet floor model collators for smoother, quieter, more efficient collating. Durability and attractiveness have been enhanced. The 8-sheet model takes sheet sizes from 4″ x 5″ to 13″ x 17″ through a range of weights and finishes. The 10 and 16-sheet models range from 4″ x 5″ to 17″ x 22″. Changes include addition of new separators on the trays holding stacks of paper to break top sheets from stacks for single sheet feeding and guarantee that pre-punched or die-cut stock will separate and feed freely.



Better unit design of feeding arms assures straight, parallel delivery to all sheets. Feeding arm drive mechanism now travels on ball-bearing wheels on a die-formed track, adding to accuracy and smoothness of movement. Steadier, more precise feeding is also provided by a rigid bin assembly undercarriage traveling with a slight floating action for constant alignment and elimination of bind. Feed arm lifting-rod mechanism has been redesigned and strengthened to permit faster, unhampered loading of sheets by keeping feeding arms out of operator's way during loading. All arms lift at once, allow-

FLO-RITE continuous forms assure

- **Perfect Alignment of *all* interleaved forms**
- **Faster typing**
- **Easier separation**

The FLO-RITE tissue weight clasp embedded in each set of forms holds carbons and interleaves in positive position—they cannot get out of alignment. FLO-RITE forms cost no more!

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AUTOGRAPHIC REGISTERS

A complete line of registers are made in a wide variety of sizes and designs — both manually and electrically operated.

Write for complete Register Catalog H.A.R.

THE HAMILTON
AUTOGRAPHIC REGISTER COMPANY

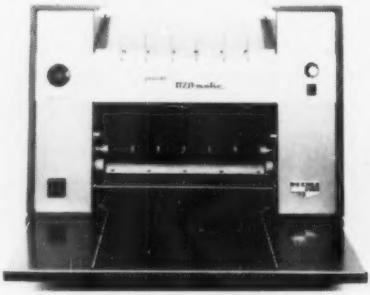
Hamilton, Ohio

For More Information Circle No. 270

ing operator full use of both hands. Arms are lowered simultaneously by returning control knob to original position. Finger-tip stroke control permits operator to adjust length of feed arm travel for various depths of paper. Toggle-clamp backstop permits infinite range of settings between 5″ and 17″ depth. Adjustment is made by one dial turn. Settings are clearly marked to conform to exact paper size being collated. Flip-top housing allows easy access to working mechanisms. Keeping accurate production records is simplified by an automatic counter in each unit. Ribbed fiber mat on floor of knee-hole provides a nonskid protective surface for foot pedal control switch. Painted in two-tone gray, the hammermark finish enhances office decor. **For More Information Circle No. 125.**

COPYING MACHINE

Ozalid Div., General Aniline & Film Corp., 66 Corliss Lane, Johnson City, N. Y., offers a whiteprinter for processing sensitive films and capable for all office paperwork. A table-top copier with a 13″ throat, the Junior Ozamatic makes prints from photographic film positives, transparencies for overhead projection, and



processes double-coated sensitized materials. Its cooling system keeps cylinder temperatures to a safe 50° F. maximum over room temperatures. This enables operators to expose any type of diazo sensitized materials from any master without melting, wrinkling or sticking. An 850-

How to set your office standards high . . . Here is a new standard for comparison in your most essential office machine—Underwood's style-wise Touch-Master II. Comparative tests prove that Touch-Master II requires much less typing effort than ordinary standard typewriters. And less effort means more time saved, finer work quality, less fatigue for the typist. The efficiency of Touch-Master II is typical of all the office time-savers in the most complete line of business machines in the world. Credit these advantages to Visioneering—that's Underwood's ability to foresee your particular problem and help you solve it!

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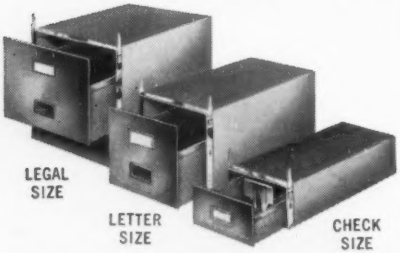
a size for every office record



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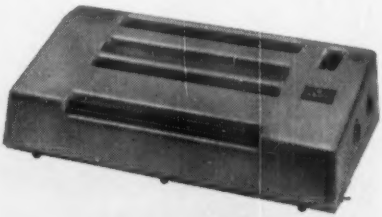
For More Information Circle No. 284

watt lamp gives prints full exposure at printing speeds from one to 20 ft. per minute. Sleeveless system develops both sides of print in one pass. This is claimed to provide scratch-proof, soil-proof film developing. Both sides of double coated materials are exposed simultaneously to a heavy developer vapor concentration. All types of prints stay curl-free and lie flat as they come from machine with choice of front and rear stacking by flicking print deflector front or back. Prints up to 13″ x 12″ delivered face down in sequence to front receiving tray. Rear tray handles prints up to 13″ x 18″ face up. Wire tracing receiving tray stacks originals in sequence for fast refeeding. The 11″ x 23½″ feed board provides ample room for sensitized materials and originals next to feeding point. All controls are right at hand. Removable storage tank can be filled anywhere, cleaning and routine maintenance is easy. The Junior Ozamatic is 20½″ high, 25″ wide, 21″ deep (33″ including feedboard and stacking adaptor). Net weight is approximately 170 lbs. Wired for 115-volt AC, 60 cycles, single phase and approved. Stabilizing lamp circuit transformer compensates for voltage fluctuation to provide even lamp intensity. **For More Information Circle No. 158.**

PHOTOCOPIER

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., makes an economical, compact photocopier which will copy large



documents. Known as Model 114, it will copy original documents up to 15″ wide by any length — engineering drawings, accountants' work sheets, statistical data, re-

This Erase-O-Matic magnetic dictation belt can be re-used literally hundreds of times. Offers you tremendous savings compared to ordinary grooved belts and discs, which can be used only once. Perfect dictation and transcription every time. For a demonstration, see the Yellow Pages under "dictating machines, Comptometer," or write Comptometer, Dept. 0-12, 5600 Jarvis Avenue, Chicago 48, Illinois.

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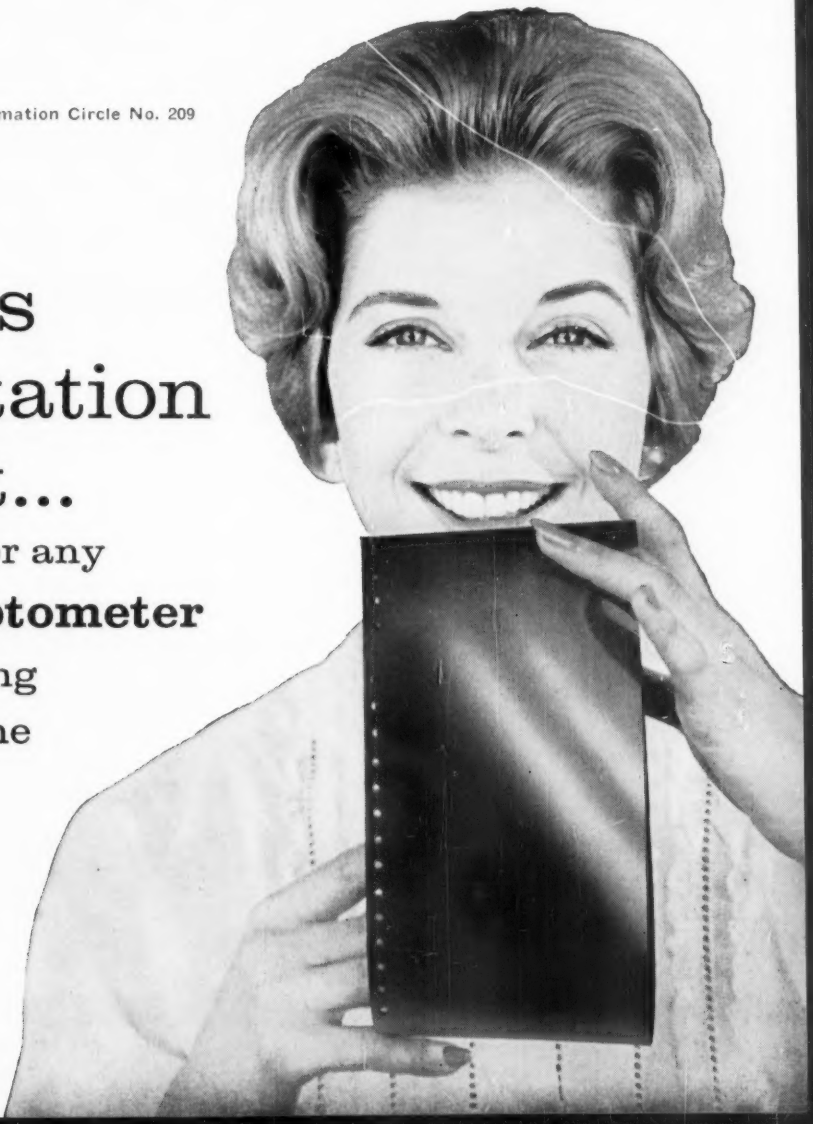
This dictation belt...

pays for any **Comptometer** dictating machine



For handling paper– don't use hands!

Has your office been disrupted by a mailing? Girls dragged off regular jobs, and set to folding and inserting stuff into envelopes? While work piled up on desks and office routines were shot? Well, paper handling made a big break-through – when Pitney-Bowes brought out a small, compact, low cost, efficient, easy to run, combined folding-inserting machine that even a small office can afford. The Model 3300-FH!

The 3300-FH will double fold and insert into envelopes 500 letter size sheets in just eight minutes. A double detector prevents double feeding – assures absolute accuracy. Anybody in your office can run the 3300-FH and set it in a minute, without tools. Fast, efficient operation saves effort, paper handling for the operator.

You can use the 3300-FH for invoices, bulletins, letters, price lists, cards – even your daily mail. The inserter unit can be used separately, or with any PB folding machine.

The 3300-FH was planned for the smaller office – to speed up regular mailings, save time and cut costs; prevent borrowing girls, disruption of office routine, hiring temporary people, and overtime. And even in a

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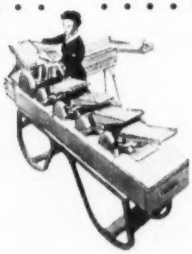
Made by the originator of the postage meter . . . 139 offices in the U. S. and Canada, with nationwide service coast to coast.

small office, the 3300-FH soon pays for itself.

Call any Pitney-Bowes office for details. Or send coupon for free illustrated booklet and case studies.

FREE: *Handy desk or wall chart of latest postal rates, with parcel post map and zone finder.*



The 3100 is a high capacity inserter, invaluable for larger mailers. Has up to six stations, stuffs up to 6,000 enclosures in an hour. Can be used with the PB postage meter to stamp and seal stuffed envelopes.

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Send free ☐ illustrated booklet and "case studies" on PB Folding and Inserting Machines; ☐ Postal Rate Chart.

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For perfect darkroom illumination, select one of nuArc's dependable safelights. These sturdily constructed safelights have silver hammerloid finishes, and you will be able to find one to fit your particular need, whether it be for wall mounting, for ceiling suspension or the DL-6B which has an adjustable bracket for use on wall or table. See your dealer or write for Bulletin No. A2270.

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For More Information Circle No. 285

ports, and artists' drawings, in sharp black-on-bone white, frequently better than the originals the manufacturer says. The machine will make sharp, permanent copies of anything typed, printed, duplicated, photographed, written or drawn, in any color, any ink, pencil or crayon. Model 114 is recommended for use wherever a number of quick copies of outsize documents are needed. Makes copies under normal office lighting conditions. **For More Information Circle No. 136.**

REVOLVING FILE

Wassell Organization, Inc., 225 State St. W., Westport, Conn., announces a horizontal rotary file that will expand up to six times its original capacity without additional floorspace. This revolving-tier Speedline model of the Wassell Corres-File combines the speed of rotary filing

with the modular flexibility of a sectional bookcase which can be expanded a shelf at a time. Instead of being parallel to each other in a rectangular space, as in a drawer, records folders are filed radially, around the hub, which is balanced so that finger pressure on the rim substitutes for the pull-push necessary with drawers. Clerical cost savings of 35% to 50% and more are claimed by the company on the

Only Roytype has the famous Park Avenue Silk, the typewriter ribbon that grows old without growing gray.
Plus over 1000 other different kinds of ribbons for every typewriter and tabulator you may use.

The Roytype Park Avenue Silk is the best ribbon you can buy today. Here's why: it has far more strength than cotton ribbons, far more ink-holding ability than the nylon ones. You save because it lasts.

And it's just one of the over-a-thousand different quality ribbons we can offer. We've got them to fit every typewriter and tabulator made —and any budget, too.

Which ones are best for you? Ask your Roytype representative to help you choose. He's got a full stock of office supplies and a whole lot of knowledge. Call him. He'll be there next to immediately.

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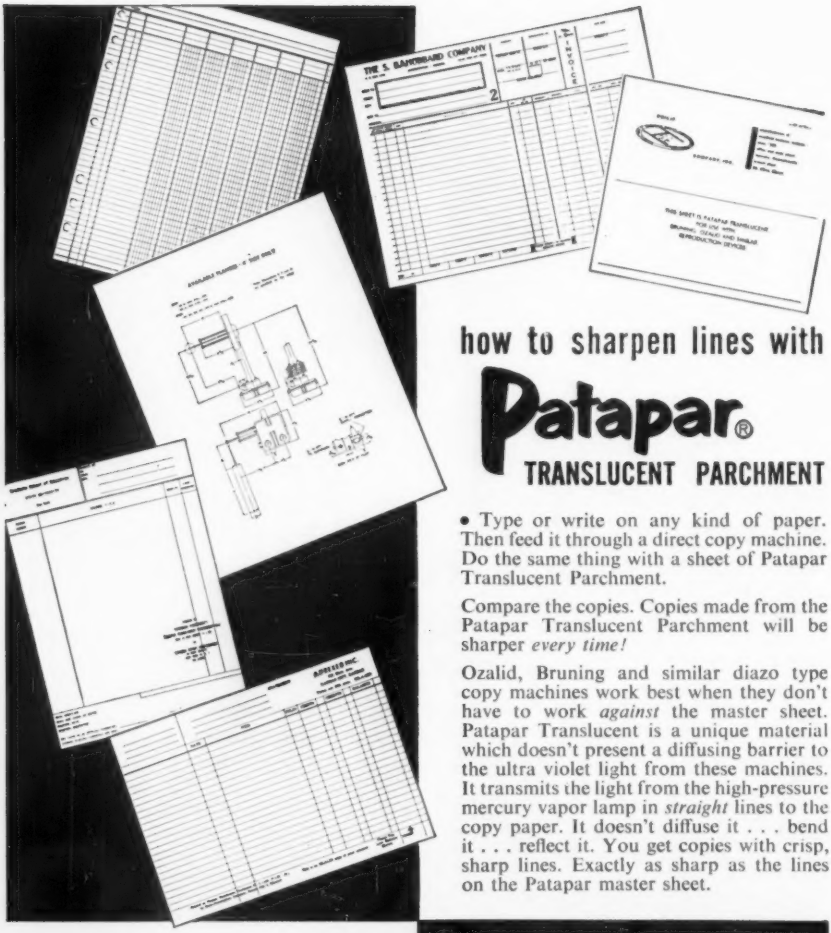

how to sharpen lines with Patapar® TRANSLUCENT PARCHMENT

• Type or write on any kind of paper. Then feed it through a direct copy machine. Do the same thing with a sheet of Patapar Translucent Parchment.

Compare the copies. Copies made from the Patapar Translucent Parchment will be sharper *every time!*

Ozalid, Bruning and similar diazo type copy machines work best when they don't have to work *against* the master sheet. Patapar Translucent is a unique material which doesn't present a diffusing barrier to the ultra violet light from these machines. It transmits the light from the high-pressure mercury vapor lamp in *straight* lines to the copy paper. It doesn't diffuse it . . . bend it . . . reflect it. You get copies with crisp, sharp lines. Exactly as sharp as the lines on the Patapar master sheet.

Printed Patapar Translucent office forms will add even more readability, speed, convenience and ease to your daily communications. The carefully prepared surface of this Translucent Parchment is ideally suited for the sharp and precise printing necessary in form make-up. This same quality eliminates feathering, regardless of the type of pencils, pens or typewriters used to fill in the forms. If you use Ozalid or Bruning (diazo type) copy machines, please request samples of PATAPAR on your company letterhead.

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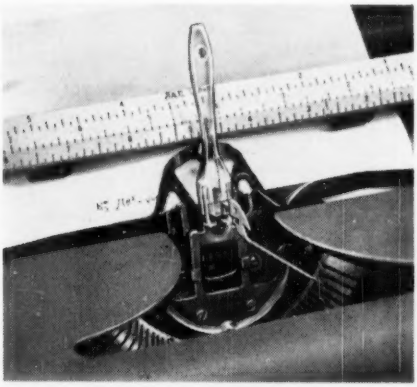
basis of users' experience. File can be installed one Rotor-Tier at a time and expanded as required up to six tiers on the same base occupying a floor area only 48" x 42". Capacity of each tier averages the equivalent of four file drawers. Range of expansion runs from approximately four to 24 file drawers without increase in floorspace. In the "neutral" position, file is fully closed, with no records exposed, and may be locked. The equal of almost a full file drawer is exposed at one time for filing or retrieval of records. For descriptive brochure "Work Organizers for the 60s," **Circle No. 129.**

SPECIAL TYPING CHARACTERS

Mechanical Enterprises, Inc., 3158 Jefferson Davis Highway, Arlington, Va., makes the Typit which enables italics, Greek letters, symbols for chemistry, mathematics, grammar, foreign currency, superior and inferior letters and numbers



to be typewritten at four seconds per character. Typit works on any typewriter after the original typebar guide is replaced (at a cost of $4) with a guide having positioning posts for the Typit character bar. Each Typit character or symbol is permanently mounted in a Lucite handle and sells for $3. Typit is simple in operation. The typist picks up the desired special character by the handle, slides it down into place between the positioning posts, and

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FOR

NEGATIVES • OFFSET PLATES
STENCILS • SKETCHES • ARTWORK
MASTERS • X-RAYS

ATLAS
VERTICAL FILING SYSTEMS

The Atlas DeLuxe Model
NOW
Available in Four Widths

A DeLuxe—Files 600 items to 10½" wide x 22"

B DeLuxe—Files 600 items to 13" wide x 22"

E DeLuxe—Files 600 items to 17" wide x 22"

C DeLuxe—Files 600 items to 21" wide x 22" (C DeLuxe Illustrated)

All DeLuxe Models are equipped with easters.

Atlas manufactures a complete line of 11½", 14", 18" and 22" hangers for the DeLuxe Models and for larger and smaller cabinets which are also available. Hangers are manufactured in styles and sizes for all types of plates, negatives, stencils, artwork, swatches, etc. Illustrated is one of the four sizes of the Atlas Nega-Plate hanger.

Write for complete literature

ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

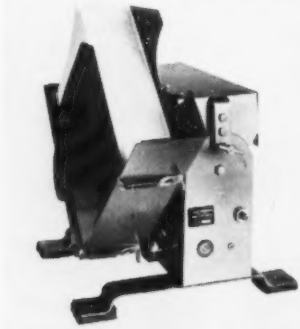
For More Information Circle No. 281

strikes any typewriter key to print it. She then lifts the character out of the posts and resumes typing. At present about 300

Typit symbols are stocked (some both in pica and elite) with an additional 100 due to be added before the end of the year. **For More Information Circle No. 145.**

JOGGER

Griswold Duplicating Products, Inc., 2808 W. Temple St., Los Angeles 26, Calif., introduces the all-purpose Auto-



jogger which takes a full ream and can be adjusted in a few seconds to handle collated sheets. Jogging intensity can be altered instantly and tray angle set to

ELIMINATE COSTLY
***Extended* Coffee Breaks**
***with* VERSATIMER**

LIGHTWEIGHT
PORTABLE
NO WIRES
COMES READY TO USE

$34.00
Postpaid

New, low-cost automatic timing unit accurately controls the length of office coffee breaks. Set the number of minutes desired on the timer and forget it. VERSATIMER'S buzzer automatically signals the end of break. Acclaimed the greatest little time and money saver ever devised. Will save you hundreds of dollars each year. Write today for catalog sheet.

Dealer inquiries invited.

THE VERSATILE TOOL COMPANY
122 Heywood Avenue • West Springfield, Mass.

For More Information Circle No. 154

STEVENSON & SMITH, INC.

LEADING MANUFACTURERS
OF
Intricate, Accurate, Economical
SPECIALTY
Multi-Part Business Forms

Stevenson & Smith, leading business forms manufacturers and business systems creators, are represented, coast to coast, by outstanding Business Forms dealers and systems analysts.

Write for name of your nearest representative.

STEVENSON & SMITH, INC.
Lackawanna Place
BLOOMFIELD, NEW JERSEY

For More Information Circle No. 155

So automatic and accurate you can start it and walk away!

Freedom from machine tending is only the beginning! The new Gathermatic by Thomas Collators brings to collating the speed and accuracy of larger, more expensive equipment... at a cost unbelievably low. Write today for complete information on the many ways you can speed up your collating operation and substantially reduce your costs.

- Offers more features at a lower price than any other collator of its kind
- Automatic miss and double sheet detectors stop machine instantly, prevent errors
- Stations can be skipped at the flick of a lever without hindering the full production rate
- Loads in a minute... each station takes approximately ½ ream of 3"x5" to 11"x14" sheets in various weights and finishes
- Gives over-all speed, ease and accuracy features formerly available only in large-scale collators
- Automatically collates, counts, criss-crosses or staples 6,000 sheets per hour

Thomas Collators Inc.

World's Leading Manufacturer of Collating Equipment

Dept. B3, 100 Church Street, New York 7, New York

For More Information Circle No. 364

New Heyer Conqueror Paper Folder...

lets you do two things at once!

Don't confuse this with any folding machine you've ever seen, because this one is different . . . it runs itself! At the touch of a lever, the *new* Heyer Conqueror Paper Folder *automatically* feeds, folds, counts and stacks 110 sheets a minute and stops when the last sheet is fed.

You can leave this fine production machine unattended while it automatically folds printed pieces as they come from your duplicator or offset press!

Now you can fold letters, invoices, statements, *even multiples of 6 or 8 sheets stapled together*, quickly, effortlessly. A hand-operated model is available for shorter, occasional runs.

No question about it . . . this machine will quickly pay for itself!

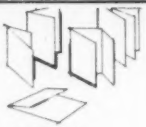
STYLED BY REINECKE & ASSOCIATES

HEYER

INCORPORATED

1821-P South Kostner Avenue
Chicago, Illinois

Send for Information About one week **FREE** trial



Makes all standard folds . . .

invoices, statements, advertising literature, even stapled sheets.

Turn a dial . . .

for non-skip feeding of thin, medium, coarse, glossy or heavy papers, 3 x 5" to 9 x 17" in size.

Adjustable feed wheels . . .

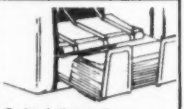
grasp paper at outer edges—do not smudge printed area.

Two quick-set fold controls . . .

at top of machine, adjacent to permanent instructions and fold diagrams.

Counts as it folds . . .

highly visible re-set counter shows accurately how many sheets have been folded.



Belt delivery to a perfect stack . . .

conveyor belt deposits folded sheets in neat stack in adjustable receiver. **Turns off automatically when last sheet is fed.**

For More Information Circle No. 161

any desired degree. By vibration and inclination control, practically any jogging effect can be obtained. Cam action makes the unit better for carbon interleaving jogging. A ream is jogged in seconds, collated sheets are straightened as fast as sets are deposited in the tray. Feeding is improved by even stacks and introduction of air between sheets, waste is reduced. Made for continuous heavy-duty use. **For More Information Circle No. 168.**

CHANGEABLE NAMEPLATES

Douglas-Stemac Co., Dept. A, 620 Twelth Ave. S, Minneapolis, Minn., has developed an executive desk nameplate with reusable letters that snap in and out easily by hand, eliminating waste

when employees leave a company. Three-dimensional letters are triple chrome-plated. Bases are a durable black or brown wrinkle finish. Heavy bases are 9¼" long and hold 15 letters. Nameplates can be purchased already made up for $4.95 each postpaid in gift box, or a kit that includes bases and letters for 15 nameplates is $74.55 postpaid. **For More Information Circle No. 126.**

PHOTOCOPIER

Photorapid Corp., 142 Oregon St., El Segundo, Calif., announces its Electra-Matic Photocopy Machine with a chemical cartridge that loads like a gun. It eliminates mixing, pouring and wet hands. Chemicals in the sealed cartridge flow into the chamber when machine is put in operation. As soon as photocopying job

Unique G/W visible record card tray skillfully concealed in the desk arm slide is an exclusive feature available only for Globe-Wernicke Streamliner® Metal Desks. Ideal for telephone listing, sales, credit, purchasing, personnel records, etc. Holds 50 cards (5" x 8"), usable both sides, for 100 complete records. Hidden locking device assures record privacy. Record tray is removable. This inexpensive desk arm slide with visible card record tray quickly pays for itself by its indispensable service. See it at your G/W dealer now. Or write Dept. X-12

GLOBE-WERNICKE

The Globe-Wernicke Co. • Cincinnati 12, Ohio

For More Information Circle No. 292

See

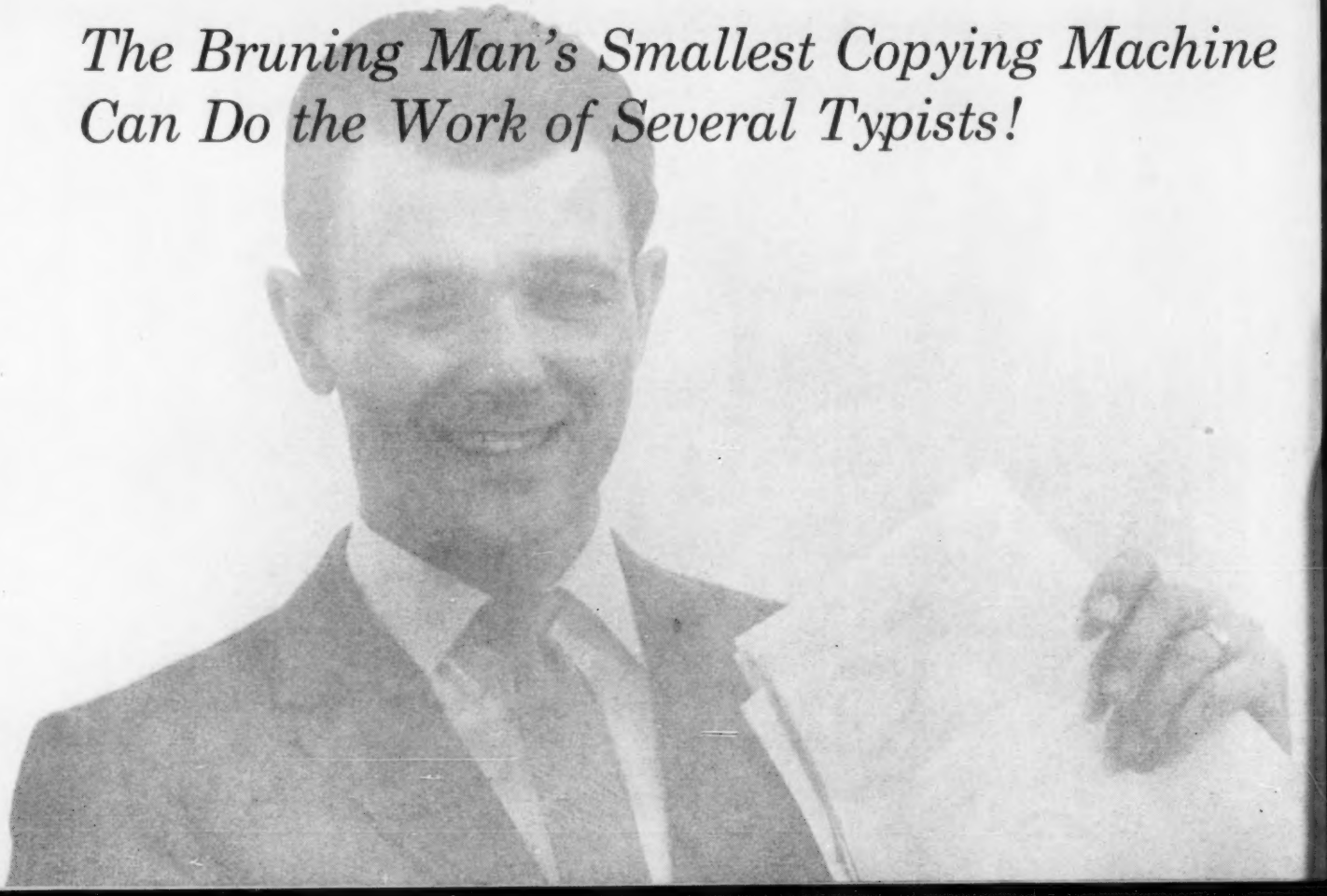
HELLER ROBERTS

- ROBERTS Numbering Machines
- AMERICAN Perforators
- HELLER Staplers, Tackers
- FASFORM Formed Wire Products

BROOKLYN, N. Y. CLEVELAND, O.

For More Information Circle No. 293

The Bruning Man's Smallest Copying Machine Can Do the Work of Several Typists!



The Bruning Man's Copyflex copying machines can do the work of several to several hundred clerical people who are manually transcribing information from one sheet of paper or form to another. And Bruning copying machines will do this work faster, accurately, and at only a fraction of the cost. Copyflex copies cost only 1¢ each for materials.

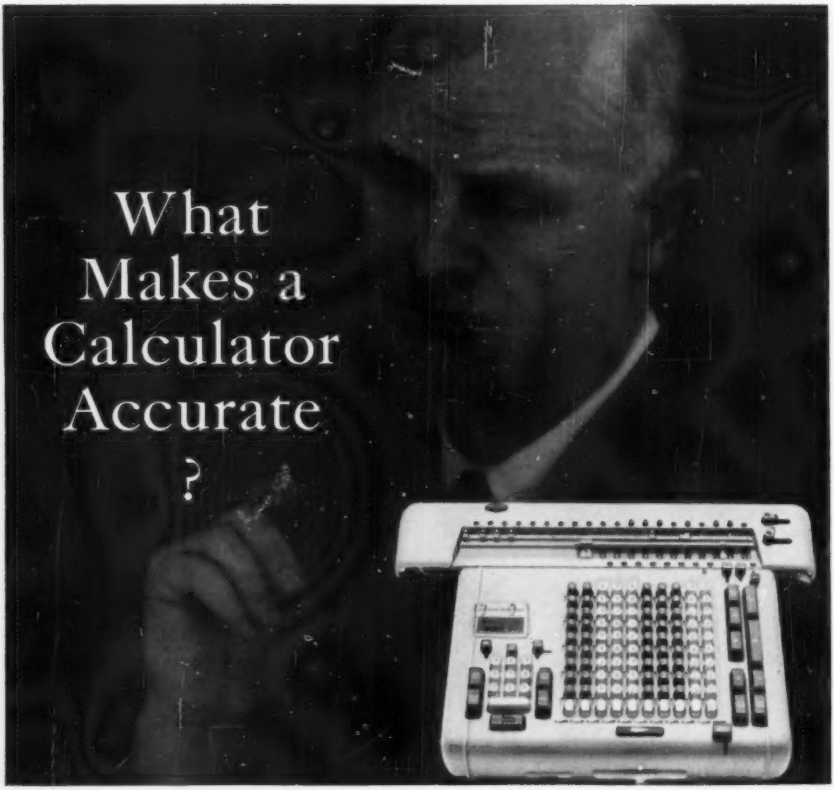
With Copyflex copying, information is written only once: all subsequent documents in any systematized business operation—order-invoice, purchasing-receiving, accounting, etc.—are reproduced from one original form. No rewriting or retyping. You free valuable personnel for other work, speed vital operations, save hundreds to thousands of dollars annually.

BRUNING Copyflex®

Low-Cost Diazo Copying at Its Best!

Call the Bruning Man. He can prove Copyflex savings to you. He's your expert on paperwork who'll help you in any way he can. He's located in principal U. S. Cities. In Canada: 103 Church Street, Toronto. Home Office: Charles Bruning Company, Inc., Mt. Prospect, Illinois.

For More Information Circle No. 339



We're proud of the mechanical accuracy of the Friden fully automatic calculator. *But no calculator can get a right answer from a wrong entry.*

The calculator that allows the smallest margin for operator error will actually prove to be the most accurate.

The Friden SBT requires fewer manual keystrokes, fewer operator decisions than any other calculator.* *In terms of day-to-day output, it's the most accurate calculator you can buy.*

For a no-obligation demonstration of "The Thinking Machine of American Business," call your Friden man or write: Friden, Inc., San Leandro, Calif.

**This is PRACTIMATION: Automation so hand-in-hand with practicality there can be no other word for it.*

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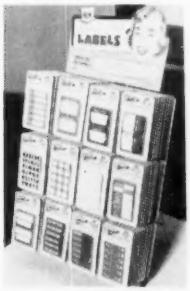
For More Information Circle No. 207

is complete, shut off the machine and chemicals return automatically to the cartridge which seals itself. This triples chemical life because they are never exposed to atmosphere when not in use. Since chemicals are sealed when machine is not in use, unit offers plug-in convenience and portability. The attractive plastic case is readily removable in seconds for access, although machine requires one-third as much maintenance as before. **For More Information Circle No. 113.**

PRESSURE-SENSITIVE LABELS

Paramount Paper Products Co., 4402 North 23rd St., Omaha 10, Nebr., offers pressure-sensitive labels in a plastic packet dispenser. Twelve different types of labels most frequently needed are mounted in bubble packs

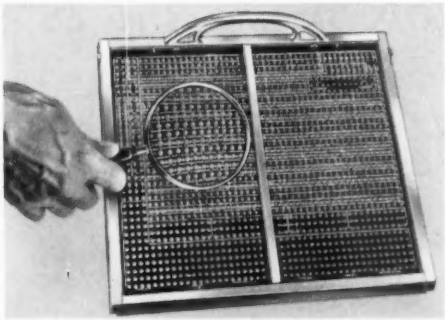


on a 12" x 22" metal display for counter or wall. There are also personal property labels for identifying books; alphabet letters for monograms, names and signs; reinforcement washers for ring binders; Sticky-Mounts for posting bulletins, photos, etc.; address, airmail, special delivery, fragile, coding, pricing, and 1¼" x ⅞" blank labels for any use. The plastic packet of labels sealed at the factory, snaps shut after use, keeping remaining labels clean and hardy. **For More Information Circle No. 131.**

TAB CARD GUIDES

G. J. Aigner Co., 426 S. Clinton St., Chicago 7, Ill., has developed tab guides

NEW **Self-Contacting Control Panels with Unmatched Legibility!**



Easier to wire to check to change

Specially developed screening process, inks and paints give you unmatched clarity and larger characters, highest scratch resistance, long, trouble-free service. Plus these advantages: Aluminum frame and contoured handle lightness . . . plastic-light covers with thumb-pressure release . . . 24-hour shipping service . . . unconditional guarantee.

VPC

WRITE FOR COMPLETE DETAILS AND PRICES

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For More Information Circle No. 302

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FOR BEAUTY • FOR WEAR

Standard or Custom Designed

CLEAR FLOOR MATS

a few good territories OPEN

for Distributors and Dealers

write for information:

ASSOCIATED PLASTICS CO.

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For More Information Circle No. 287

Save Those Beautiful Eyes

RITE-LINE COPYHOLDER

- SAVES EYESTRAIN
- PROMOTES ACCURACY
- INCREASES PRODUCTION
- TAKES COPY UP TO 20"
- HOLDS NOTEBOOK
- FITS IN DESK DRAWER
- LINE MAGNIFIER EXTRA

Send for FREE Booklet describing RITE-LINE COPYHOLDER

RITE-LINE CORPORATION

4209 39th St., N. W., Washington 16, D. C

For More Information Circle No. 288

which enable fast reference to data processing information. These Aico Tab Guides are reinforced by a strip of Mylar plastic film across the tab and top edge of the card, providing needed rigidity to withstand hard usage. Smooth plastic sur

face prevents soiling from handling. Film is extremely thin, permitting the reinforced guides to be run through tabulating equipment with the data processing cards, eliminating necessity of pulling guides from a deck of punched cards before processing. **For More Information Circle No. 111.**

CARBON PAPER

Kee Lox Mfg. Co., Dept. 110, 10 Kee Lox Place, Rochester 1, N. Y., announces an exceptionally durable carbon paper for use with electric typewriters. Called Cer-

tified KeeLectric M, it complements ability of an electric typewriter to make a large number of sharp, clear copies. A thin metallic backing prevents curling and,

start the New Year with

BORROUGHS

new & improved

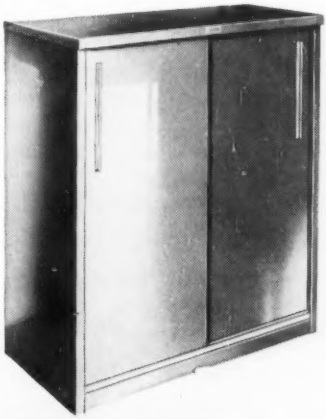
"Executive" Wrap Racks and Sliding-Door Cabinets

BORROUGHS "EXECUTIVE" WRAP RACKS for '61 are the smartest you've ever seen. Wide range of floor and wall models, from 6-capacity up, as well as double-face models and add-units. 5 decor-blending colors. BORROUGHS '61 SLIDING-DOOR CABINETS have the exclusively new, long, vertical door pulls that slide doors open or closed with finger-tip ease, on quiet nylon rollers. The butler-type finish of the anodized aluminum pulls and dust-free tracks harmonizes with any of Borroughs' 5 cabinet colors. Cabinets available in heights of 29", 42", 78"—depths of 12" and 18".

Improved Hanger Bar on all floor and wall models. Bar can be reversed to increase hanger capacities 25%. New vinyl covering resists scratches and corrosion.

New Designer Bases have umbrella holders with easy-glide drip trays.

styled by Dietrich



send for illustrated price list

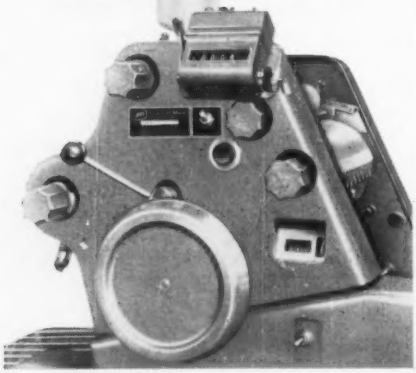
BORROUGHS MANUFACTURING COMPANY OF KALAMAZOO

A SUBSIDIARY OF THE AMERICAN METAL PRODUCTS COMPANY OF DETROIT

3010 NORTH BURDICK ST. amp® KALAMAZOO, MICHIGAN

For More Information Circle No. 336

What PROGRAM-MATIC System Control does for your offset duplicator



The new ATF Program-Matic System Control

- simplifies duplicator operation
- cuts paper waste and down time
- shortens the duplicating cycle
- stops your duplicator automatically at end of run
- lets you stop any time...and resume without losing count

(Models of the ATF Program-Matic System Control are available for Multilith 1250 and Whitin Masterlith, as well as the ATF Chief 15 illustrated.)

American Type Founders

200 Elmora Ave., Dept. O, Elizabeth, N. J.

Please send descriptive literature on ATF Program-Matic

for ..... duplicator.
(make)

NAME ..... TITLE .....

COMPANY .....

STREET & NO. .....

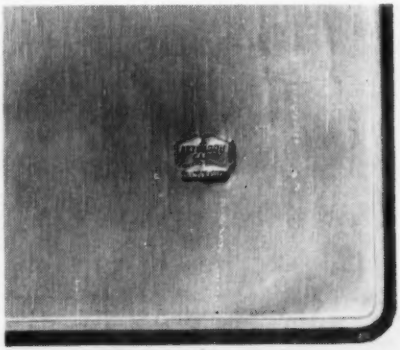
CITY ..... ZONE ..... STATE .....

For More Information Circle No. 286

combined with the high quality rag paper, assures economical performance. The carbon base, mainly of Carnauba wax imported from Brazil, is said to be unusually hard, eliminating smudging. **For More Information Circle No. 150.**

LOOSE LEAF BINDER

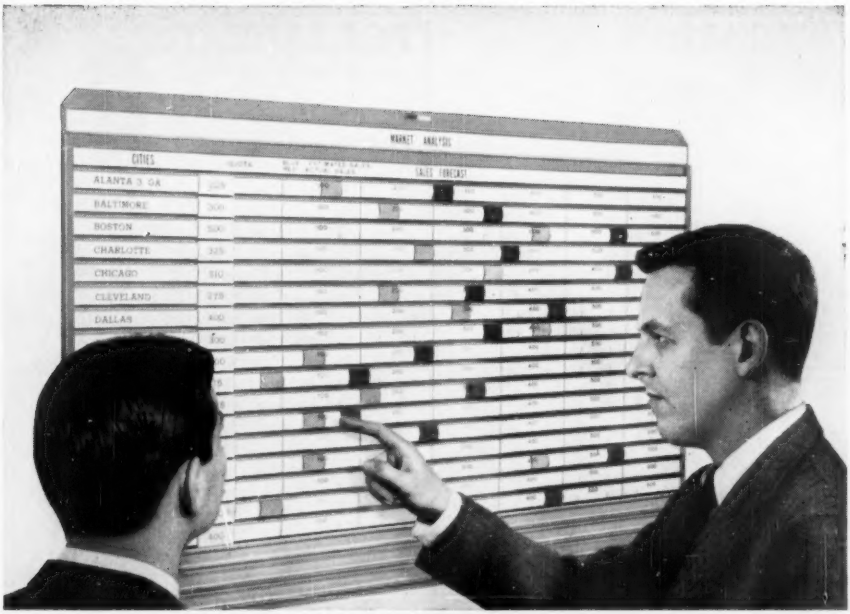
Vinyl Case Div., Peterson Electronic Die Co., 199 Liberty Ave., Mineola, N.Y., makes an electronically sealed, vinyl loose leaf binder with a turned edge. Called the Peterson Case, it is guaranteed not to break at the seal under normal wear and tear; the vinyl will not crack on impact at



cold temperatures, nor colors fade. Binder has smoothly turned edges and round corners. Vinyl covers in textures and colors fit any design and need. Printing and embossing of all kinds are available. The Peterson Case is suitable for binders fitted with loose leaf rings, posts, wires or screws, as well as case bound books, eliminating the tear-seal covers. **For More Information Circle No. 160.**

MARKING PENCIL

Joseph Dixon Crucible Co., Jersey City 3, N. J., makes the Film Marker, an all-surface pencil for writing on film, wet and dry coatings and all glazed surfaces—negatives, plastics, metals, glass, paper, wood, ceramics, laminations, etc. It has a lead base of specially formulated gra-



Quickly chart management action, facts or trends with ACME VISIBLE CONTROL PANELS

Colorful ACME VISIBLE Control Panels adapt to your exact needs . . . save paperwork, step up efficiency, prevent costly oversights. Unlimited signaling and charting possibilities. Snap-on, transparent colored signals flag due dates, reorder levels, quotas, goals. Complete flexibility. Signals smoothly slide entire length of tube . . . override or by-pass others. For more facts, mail coupon today.

ACME VISIBLE

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2212 West Allview Drive, Crozet, Va.
Please send colorful booklet on new Acme Visible Visual Control Panels and their many uses. I am interested in ____ _____ type of record.

NAME_____ POSITION_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____ ZONE____

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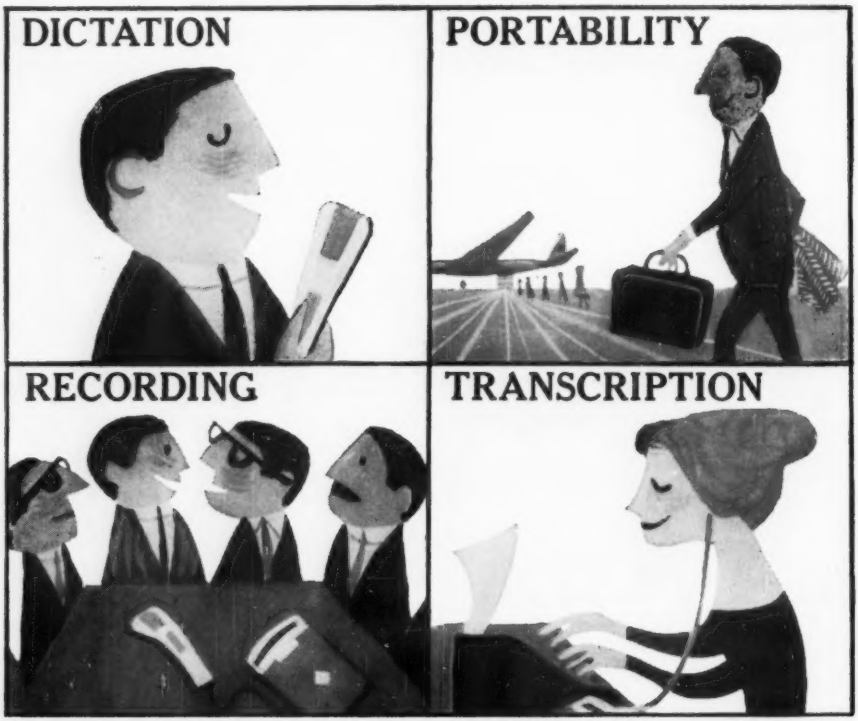


All yours in one handsome, compact unit... the economical, new self-powered Telefunken "600" Portable Dictating Machine! Use it anywhere... anytime. Carries its own built-in, lifetime battery... complete with battery recharger. A single microphone button controls every action... dictate, backspace, playback, stop. Lightweight, easy-to-mail magnetic disc can be used over 10,000 times. Precision-built for quality, value and dependability by the world-famous Telefunken Corporation. Test one soon!

TELEFUNKEN

"600" Portable Dictating Machine

For further information write: INTER-CONTINENTAL TRADING CORPORATION, 90 West St., New York 6, N. Y.

For More Information Circle No. 230

phite encased in straight grain cedar that can be sharpened in any conventional manner to permit fine, legible writing on surfaces heretofore unsuitable for fine detail work. The mark it leaves wipes away without trace with a damp cloth or cleaner eraser. **For More Information Circle No. 177.**

VERTICAL CAMERAS

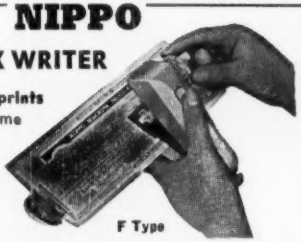
Kenro Graphics, Inc., Cedar Knolls, N. J., introduces the Kenro Vertical 18 and Vertical 24 cameras with an advanced lighting system for higher negative pro-

duction and quality, and also designed for the Ektalith and Gevacopy processes. The lighting provides better quality reproduction, shortens exposure time and simplifies camera operation by eliminating need to adjust lighting when copyboard position

NIPPO

CHECK WRITER

Indelibly prints Just the same as a big machine costing up to $500.—



F Type

NIPPO MACHINE INDUSTRY CO., LTD.
Tenjin-cho-Nishi-ku, Yokohama, Japan

For More Information Circle No. 290

Girls!

...want to please that certain man*?

Men!

...want to make her** the perfect girl for you?

here's how...

and it's free, too!

Here's Avery's wonderfully helpful new booklet of tips on how to keep your filing system—current—up to date—and looking like it did the day it was installed and takes half the effort. Interested? Send for your copy today! *Extra dividends*, too—with samples of Avery pressure-sensitive file folder labels, correction tape, airmail labels and other time-saving office aids.

AVERY
adhesive labels
at your stationers

*The Boss—who else?
**Your secretary, of course!

25th Anniversary 1935-1960

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Please send me a copy of the Filing Tips Booklet

Name _____
Company _____
Address _____
City _____ Zone ____ State ____

For More Information Circle No. 291

CONTROL AT AMERICAN PRESIDENT

James D. Short, Supervisor of Tabulating, American President Lines

"We did away with 300,000 postings!"

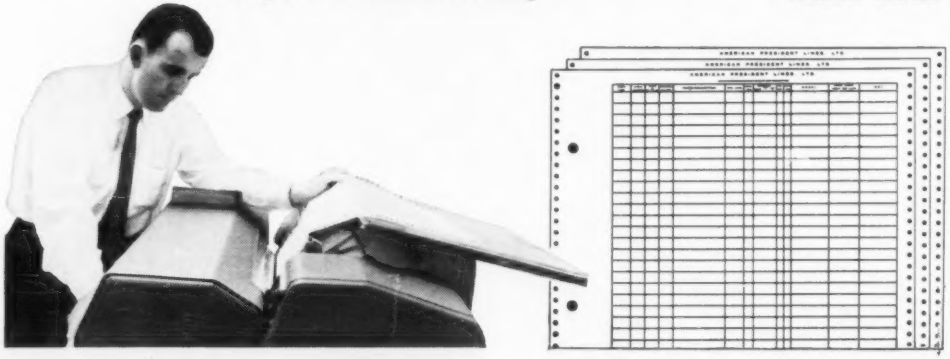
ates 30 cargoliners and 5 passenger liners. To make up voyage revenue and budget reports, the company collects and sifts mountains of data from scattered ports all over the world.

Reservations from 13 offices, 30 principal agents and thousands of travel agencies funnel into San Francisco headquarters every 24 hours. Facts in foreign weights, measures and currencies are converted to U. S. equivalents, summarized, and printed. The system also produces many other important reports.

THE SYSTEM: Data received is put on punched cards. An electronic accounting machine processes the cards, converting to U. S. standards, and prints the information on a daily summary sheet, an interim revenue report. This is revised daily as new figures come in and, in its final stage, is the final accounting.

carded and radioed to sea. After a 120-day cruise, a budget report is run off, summarizing the vessel's performance—estimated vs. actual. A final budget report compiled in 10 days, as against 8 man-months, is the basis of management decisions on cargo matters, revenue volume, receipts and expenses, equipment needs, etc. The system speed-up resulted largely from eliminating 300,000 tedious manual postings a year—a crucial operating gain. The Moore forms in the system are the Line's control in print.

THE COUNSELORS: "We appreciate the system control and the help in forms design which the Moore man gave us," says James D. Short, Supervisor of Tabulating. For more details on how Moore may be able to help with *your* problems—no matter what kind or size of business—write the nearest Moore office. No obligation, of course.



MOORE BUSINESS FORMS, INC.
Niagara Falls, N. Y. • Denton, Texas
Emeryville, Calif. • Over 300 offices and factories throughout the U. S., Canada, Mexico, Cuba, Caribbean and Central America.

Build control with

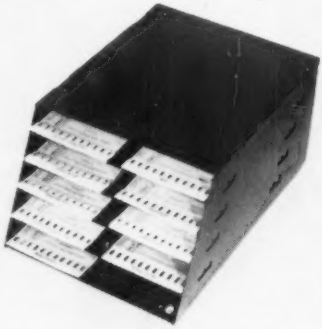
MOORE BUSINESS FORMS

For More Information Circle No. 204

is changed. Lighting remains uniform over entire copyboard at all times. System uses four 500 watt GE Quartzline lamps positioned vertically and a high intensity booster. The cameras now make better quality exposures because lighting more closely matches emulsion sensitivity range. Booster permits either normal or high intensity light. The latter makes possible efficient operation at optimum lens aperture. Exposure time is cut as much as 50%. Prismatic heads make direct right-reading photocopies without an intermediate negative. Kenro also offers xerographic heads and a variety of auxiliary lenses that increase enlargement and reduction ranges. **For More Information Circle No. 148.**

HOSPITAL LAB TICKET HOLDER

Nardon Mfg. Co., 2125 W. Mission Road, Alhambra, Calif., introduces a Ticket Holder for use with hospital laboratory charge control systems. It separates into convenient and easily accessible groups the preprinted ticket forms which record tests and charges for patients. Preprinted test data on tickets saves time of nurses and technicians. Tickets are in triplicate with first two containing test information



only and extended third form (office copy) containing charges. Used with a laboratory control journal, system prevents lost charges. When tests are completed, original is affixed by pressure-sensative adhe-

THE TRANSPARENT OFFICE CHAIR MAT THAT LETS FINE FLOORS BE SEEN

TEXSTAR PLASTICS
A DIVISION OF THF TEXSTAR CORPORATION
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Branch Office, Fort Wayne, Indiana
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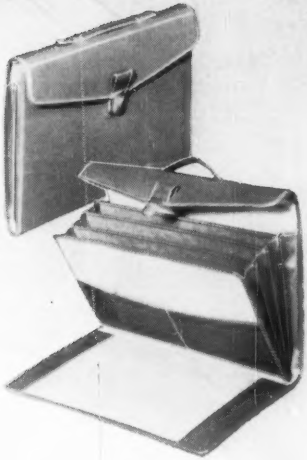
ADDRESS_____
CITY_____ STATE_____

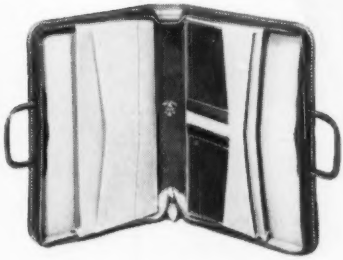
CUT OUT AND MAIL

For More Information Circle No. 289

Stebco GIFTS

guaranteed
to carry your
best wishes
5 full years





A reflection of your good taste and judgment, they have the look of quality, the aura of prestige. That's why Stebco Business Cases are a prized possession of business and professional men. A lasting gift that will be remembered and appreciated even at Christmas, **1970!**

Your favorite Office Supply Store, Luggage or Department Store will be glad to show you a wide choice of Business Case Gift ideas in Stebco's exclusive TUFIDE and choicest Top Grain Cowhides.
Popular executive colors.

For More Information Circle No. 370

Tufide
LOOKS like leather, **FEELS** like leather
OUTWEARS leather 5 to 1
UNCONDITIONALLY
Guaranteed 5 years!

For further information and nearest dealer write to:

Stebco
PRODUCTS
Chicago 7, Ill.

Over 42 years of superior quality and service

Leathers
of TOP GRAIN COWHIDES
"If it's made of leather
STEBCO makes it BETTER"

3 PHONE PROBLEMS SOLVED

1. Safeguarding privacy.
2. Quieting the office.
3. Better hearing—noisy places.

HUSH-A-PHONE

Model for all types of phones and dictating machines.

Write for Literature.

HUSH-A-PHONE
72 Madison Ave.
New York 16

For More Information Circle No. 147

BOTTOM LINE CARD HOLDER

Controlled Front Feed Stop Gives Precision Alignment

For fast, accurate typing of bottom line index on all visible cards

10 Card sizes — $2.00 to $2.45

PALSON MFG. CO.
280 Main St., Worcester 2, Mass.

For More Information Circle No. 159

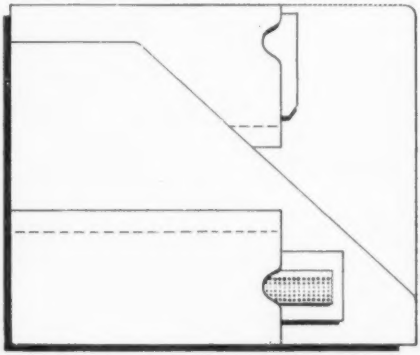
Did It Make You Laugh?

Humorous incidents occur occasionally in every office. Why not pass the laugh along to your fellow executives? Send us a short account of an unpublished, amusing office occurrence. If we publish it, you'll receive $25. Your name and firm will not be printed (unless you want it to be.) Unused contributions cannot be returned. Address: Anecdote Editor, THE OFFICE, 232 Madison Ave., New York 16.

sive to patient's chart and duplicate is filed in lab for possible future reference. Holder has ten bins for standard 3½" x 9¼" tickets. Each bin has a lip to prevent stacked tickets sliding out when one is removed. Made of sturdy, lightweight aluminum with silver gray enamel finish. Other sizes and styles can be made on request. **For More Information Circle No. 109.**

PUNCH CARD-TAPE HOLDER

Dresser Products, Inc., Box 2035, Providence 5, R. I., makes a two-pocket folder for filing related punched cards and



punched tapes. This allows both to be transported and used together without separate files which require matching cards and tape and double refiling. **For More Information Circle No. 169.**

***PROVED*—a "best buy" for jogging bond, board, carbon, plastic, tissue . . .**

Use your AUTOJOGGER flat, tilted or upright

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AUTOJOGGER

Handles reams or collated sets . . . quietly, smoothly, at low initial cost—with no upkeep (guaranteed for 5 years against defective parts and workmanship). See it at your dealer's or ask us for information. (Mr. Dealer: If you're not yet handling Autojogger, please write us.)

GRISWOLD DUPLICATING PRODUCTS, INC.
National Distributors
2808 W. Temple St., Los Angeles 26, Calif.

For More Information Circle No. 167

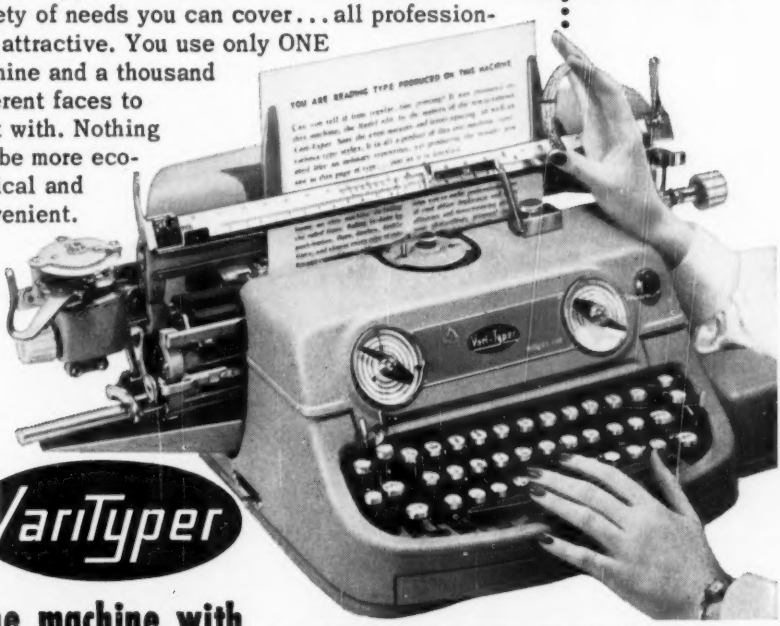
....you don't change machines

....you simply change TYPE!

Instantly Changeable Type.....

Body copy by VARITYPER. Heads by HEADLINER.

To supply your printing and duplicating needs, adequately, with true, print-style faces calls for a *variety* of type designs. This is a simple procedure with VARITYPER. Simply change the type face... in *two* seconds... using *two* different type fonts at one time. Imagine the variety of needs you can cover... all professionally attractive. You use only ONE machine and a thousand different faces to do it with. Nothing can be more economical and convenient.



VariTyper

the machine with

1,000 FACES

SUBSIDIARY OF ADDRESSOGRAPH-MULTIGRAPH CORP.

VARITYPER CORPORATION
720 Frelinghuysen Avenue, Newark 12, New Jersey
Please send me VARITYPER Book D126

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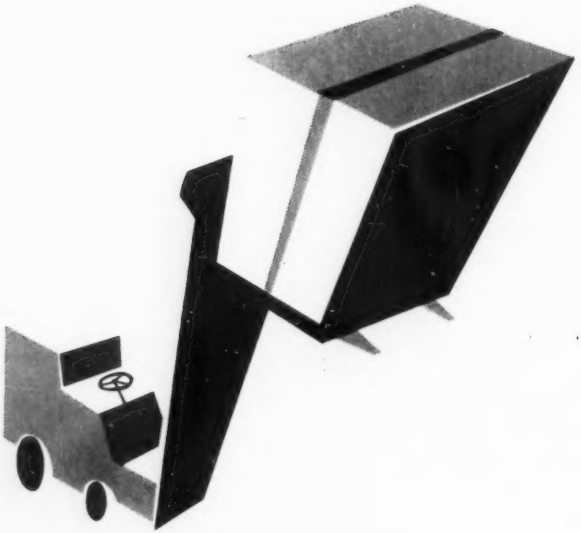
COMPANY.....

ADDRESS.....

CITY.....ZONE....STATE.....

For More Information Circle No. 269



Now! A low-cost way to automate inventory control-

Keysort® Data Processing

Fast, accurate inventory control is at your fingertips with low-cost Keysort Data Processing.

Keysort is used by many businesses for order and sales analysis, job and labor costing, management control and other vital data.

Fits any size business

Keysort has many advantages. No restrictive procedures; minimum training, remarkable economy, simplicity of installation and operation. Keysort is the only automated data processing system flexible enough to fit your business as it stands *and* as it grows. At a cost well within your company's budget.

Cuts down clerical work

With Keysort you use punched cards designed for rapid sorting. Figures are automatically tabulated, results summarized direct to reports, giving the information needed for complete control of your business.

Ask us for case histories

Call your nearby Royal McBee Data Processing Systems Representative or write us at Port Chester, N. Y.—indicating the applications in which you are interested—and we will be happy to supply you with actual case histories from our files.

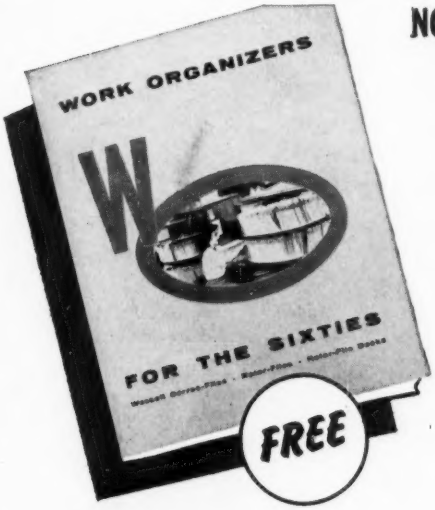
ROYAL McBEE *corporation*

NEW CONCEPTS IN PRACTICAL OFFICE AUTOMATION

For More Information Circle No. 355

MICROFILM TRANSMISSION SYSTEM

Nord Photocopy & Electronics Corp., 300 Denton Ave., New Hyde Park, N. Y., unveils a Microfilm Video Transmission System which permits a viewer miles from the central transmission point to view microfilm material on a high-resolution television screen. Viewer has complete control of transmission unit through remote control. He can scan microfilm to select any section of film he wishes to examine and then electronically enlarge that portion as much as 60 times. Transmission, selection and magnification are done electronically and system eliminates use of TV cameras and special lighting. For greater clarity and detail, the system uses 945 scan lines, compared with a 525 line system in commercial TV. The model shown employs a phosphor on the receiving tube for a green picture with virtually no glare or flicker. The microfilm is scanned



NOW READY FOR MANAGEMENT

32 PAGES OF ANSWERS to High Clerical Costs

Here is the story of the new Wassell Work Organizer principle of filing — full of ideas and examples of how major firms are using Wassell filing systems to save time and dollars.

"There are twice as many office workers today as in 1940;•100,000 more than a year ago."

—National Machine Accountants Association, January 1960

"In manufacturing industries, the rate of growth of non-production workers since 1947 has been about 15 times that of production workers."

—Office Equipment Manufacturers Institute, September 1959

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Please send me "Work Organizers for the Sixties"
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COMPANY_____
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Exclusive Wassell franchises are available. Please write for an interview.

For More Information Circle No. 306

THE
MP® 19 KEY
COIN CHANGER
OFFERS QUALITY,
DESIGN, PERFORMANCE

The 19 Key *COIN MASTER* brings to your customers the speed and convenience that only an MP coin changer can give—instant, exact change every time—simply by pressing one or two keys.

• *Styled in Sturdy Aluminum with grey hammertone finish* • *Available with roll-out or bank cup delivery* • *$100 capacity*

Price only $215 plus tax

Ask your dealer about the wide choice of other MP Coin Changers

Since 1940

METAL PRODUCTS ENGINEERING
4000 Long Beach Ave.
Los Angeles 58, California

For More Information Circle No. 297

CASH REGISTER
PARTS

WORLD WIDE SERVICE

HIGHEST QUALITY PRODUCTS

CASHERE CORPORATION
Successor to International Cash Register & Parts Co.
207 E. Evergreen Ave., Mt. Prospect, Ill.

For More Information Circle No. 296

by a fast-moving beam from a cathode ray tube. As light passes through the varying shaded areas of the film, intensity of the beam is changed. These changes in light intensity are interpreted by a photoelectric cell and translated into equivalent electrical impulses. After amplification, impulses are mixed with synchronizing impulses to lock outgoing picture in step with trans-

mitter. Composite signal is fed by coaxial cable to any number of locations which can be preselected by operator of transmitter. Complete transmitting unit, including built-in monitor, is expected to sell for about $12,000. Monitors with remote control would cost around $2000. Optional is an intercom system connecting transmitter and all monitors. **For More Information Circle No. 135.**

WALL COVERINGS

Masland Duraleather Co., Amber & Willard Sts., Philadelphia 34, Pa., makes the Crown line of fabric-backed wall coverings in 14 different patterns ranging from plain embossed effects to woodgrains, stripes, geometrics. Over 140 colors from pastel shades to deep hues. All are completely washable, highly resistant to fading and abrasion according to the manufacturer, who also states that special embossed effects and colors can be ob-

1

2

3

SETS UP AUTOMATICALLY

"1—2—3"

FOR IMMEDIATE USE

The UNIQUE

PAIGE MIRACLE BOX

cuts record retention costs

75% in equipment—300% in space!

The unique Paige Miracle Box has created a new system for efficient and economical record retention, utilizing full floor-to-ceiling space.

UNIQUE—because it sets up INSTANTLY and AUTOMATICALLY—no taping or stapling required.

UNIQUE—because it is the only corrugated container that is completely **double**-walled and **double**-cornered, providing amazing strength and durability.

UNIQUE—because it is **double**-floored, providing a bottom that can't "fall through."

UNIQUE—because it has a separate, telescopic cover.

UNIQUE—because it is rugged, though light in weight. Easy to lift and move by its comfortable hand-holds; even when full, can easily be carried by a girl.

Our brochure explains how the use of the unique PAIGE MIRACLE BOX has developed a new system of retaining records . . . how leading companies get maximum use of available space, highest efficiency in operations, greatest convenience for personnel. We'll be glad to send you a copy.

The PAIGE Company
95 MADISON AVE.
NEW YORK 16, N. Y.

THE PAIGE CO., 95 MADISON AVE., NEW YORK 16, N. Y.
Send your new, illustrated Miracle Box brochure.

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NAME ..... TITLE .....
COMPANY .....
STREET .....
CITY ..... ZONE ..... STATE .....

For More Information Circle No. 369

"Coverteers"

Shown on
Model E-15R
Harter Chair

DRESS UP YOUR OFFICE CHAIRS

In smartly styled, durable, slip-on covers that provide seating comfort and improve office decor.

Easy-to-apply Coverteers in a variety of quality fabrics recommended by leading manufacturers—will fit more than 100 models of secretarial and executive office chairs.

Write for literature today.

Covercraft Company, Inc.
GOSHEN, INDIANA

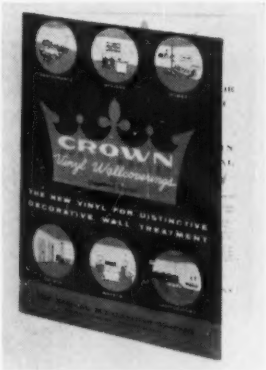
For More Information Circle No. 192

STATIKIL®
GUARANTEED TO
STOP
STATIC
ELECTRICITY
$3 PER CAN $30 PER DOZ.

STATIKIL INC.
1220 W. 6th ST. · CLEVELAND 13, OHIO

For More Information Circle No. 294

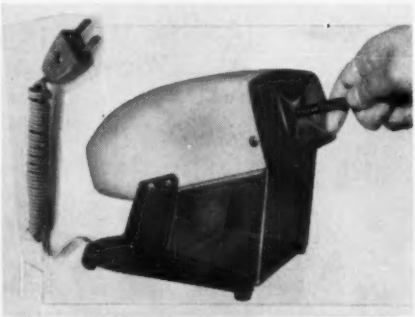
tained in 1000 yd. minimum quantities. The line offers two basic qualities: Viking with mildew-resistant fabric backing and flame-resistant vinyl and Monitor or Alamo



elastic fabric-backed for heavy-duty applications. The entire line meets Veteran's Administration specifications. **For More Information Circle No. 152.**

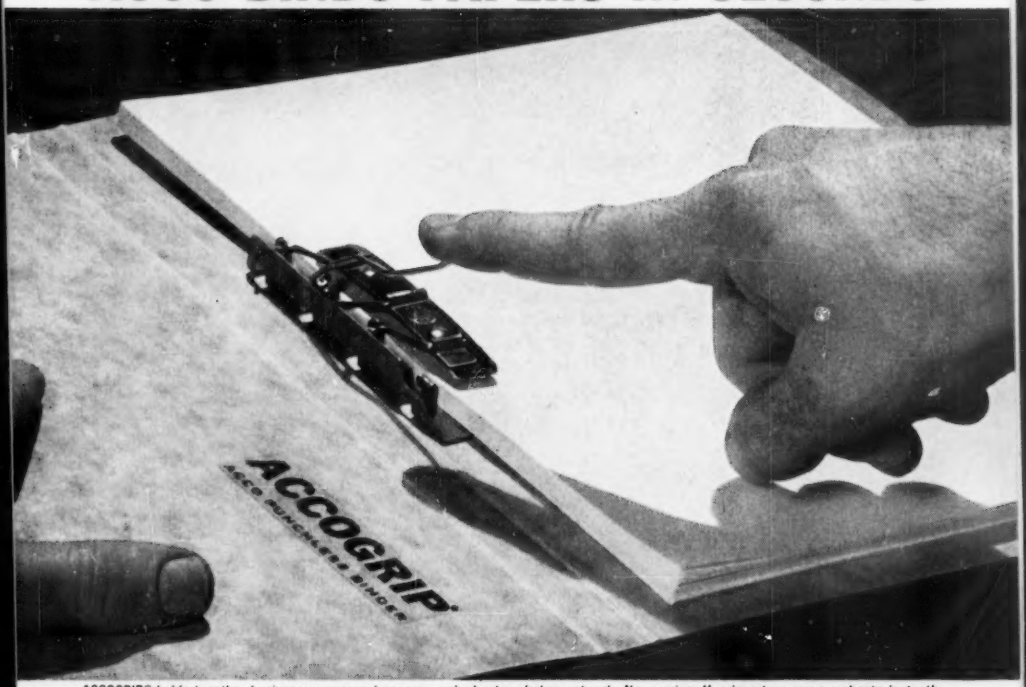
ELECTRIC PENCIL SHARPENER

Ameurope, Inc., 1199 Broadway, New York 1, N. Y., offers the Model 100 electric pencil sharpener which operates automatically at high speed starting when a



pencil is inserted and stopping when proper point is reached. It operates on 110-volt, 60 cycle AC and has ample size, transparent removable drawer to hold shavings; costs $28.50. **For More Information Circle No. 174.**

ACCO BINDS PAPERS IN SECONDS



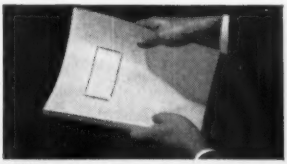
ACCOGRIP® holds together business or personal papers, work sheets, photos, artwork. No marring. You insert or remove sheets instantly.

ONE FINGER DOES IT!

• *press to open* • *press to close*

SURE GRIP. Test it yourself! Accogrip has ½" capacity—yet holds even one sheet securely. Contents stay put until you release spring-action grip.

HOW MANY USES have *you* for Accogrip? Ideal for reports, letters, records, blueprints, catalogs, photos, sheet music. Keeps material *on hand, intact, in order.*



NEW! Revolutionary mechanism. Closed-back design. Genuine pressboard cover—firm, flexible, long-lasting. Red, black, grey, green or blue. Letter or legal size.

50 YEARS of leadership in binder design and filing systems precede Accogrip. Now at office outfitters everywhere. Or write: ACCO PRODUCTS, Division of Natser Corporation, Ogdensburg, N. Y. In Canada: Acco Canadian Co., Ltd., Toronto.

ACCOGRIP®
ACCO PUNCHLESS BINDER

For More Information Circle No. 352

®TM pending

when she sits at the new Remington **KARD-VEYER**® filing unit!

The new Remington Rand Kard-Veyer Unit makes filing automatic...makes any girl in your filing department worth three times as much! A Kard-Veyer Unit delivers up to a half-million records to the operator at the touch of a button . . . enables her to file more than 1000 records per hour! The saving is substantial not only in time (money) but also in valuable floor space because a Kard-Veyer Unit concentrates the bulk of your files at a single convenient work station.

And ease of Kard-Veyer operation raises employee morale, reduces fatigue and virtually eliminates costly errors. This greater production and efficiency have made a remarkable improvement in customer service wherever Kard-Veyer Units are installed – leading banks, large loan companies and utilities . . . many other businesses large and small. Let a trained Remington Rand Systems Specialist show you how to do a faster, more effective filing job with fewer people – write Room 2110, 122 East 42nd Street, New York 17, N. Y.

Kard-Veyer is also available on a long or short term lease plan.

Remington Rand Systems
DIVISION OF SPERRY RAND CORPORATION

For More Information Circle No. 341

Literature from the Manufacturers

ELECTRONIC PROCESSING

Burroughs Corp., Detroit 32, Mich., is putting out a handsome slick-paper monthly entitled "Burroughs Data" about the company's electronic and other business systems and equipment. The October issue, for instance, is devoted to a thorough examination of MICR, including a progress report on the state of an industry-wide move toward automation. For a sample copy, **Circle No. 182.**

TIME RECORDER DATA

Cincinnati Time Recorder Co., 1733 Central Ave., Cincinnati 14, Ohio, offers six specifications sheets on its complete line of time recorders and time stamps. These contain complete data on each machine's features, sizes, electrical requirements, methods of mounting, and samples of printed registrations on various types of time cards. All are punched for three-hole binders. To aid in the correct selection of a time recorder, each model is clearly defined for attendance, job cost or other functions. Various methods of registration are outlined for the quickest type of auditing. For the sheets, **Circle No. 184.**

AUTOMATIC PHONE SYSTEMS

DuKane Corp., St. Charles, Ill., covers in specific detail the variety of functions provided by private automatic telephone systems and the Dial Flexiphone in a 6-page, illustrated brochure. It explains how outside telephone lines are left free for sales-producing calls, how traffic loads can be reduced for the switchboard operator, how toll charges can be cut, and how call-backs can be eliminated. Seventeen separate features of internal phone systems are listed. One page shows how the Dial Flexifone combines the best features of intercom equipment and private automatic phones in one compact, highly-styled executive desk instrument that can, when coupled with the proper components, reach as many as 3200 persons individually or in groups. For copies, **Circle No. 188.**

PHOTOCOPIERS

F. G. Ludwig, Inc., Old Saybrook, Conn., describes the Contouramatic Mark III photocopier in a fully illustrated brochure. The unit makes photo-exact, permanent black and white copies of every mark on paper, including ballpoint, colored

inks or crayons, spirit duplication, rubber stamped copy. Its 12" throat permits copying of extra wide material of any length on regular bond-type, featherweight, card stock or translucent films. Seal-Pak, a disposable sealed plastic container, eliminates chemical handling, prolongs solution life. Unit puts all controls, copying operations, paper storage up front for

easy access; machine may be placed against a wall or in a corner, saving desk space. It weighs 22 lbs.; has a carrying handle for easy carrying. A feature is its single action control lever at its side to activate the mechanism, causing solution to flow into processing chamber. Automatic pressure flow design keeps solution fresh, free from evaporation, and prevents spilling when machine is moved from place to place. Various applications are discussed in the brochure. Also shown is the Contoura portable book copier, which copies bound books, magazines, wall charts and maps in any position. For the brochure, **Circle No. 193.**

COMPUTER

Bendix Computer Div., 5630 Arbor Vitae St., Los Angeles 45, Calif., tells how an Illinois accounting firm is using a Bendix G-15 general-purpose digital computer to open the door to electronic data

P.A. able to perk earlier!

Your Purchasing Agent gets his mail earlier—the specifications, prices, delivery schedules he needs for making decisions—if you have a MailOpener.

- A MailOpener trims a hairline edge off the envelope, neatly, accurately, safely and swiftly. Handles envelopes of any size, weight or stock.
- Invaluable time and work saver in any office. Three models, hand or electric. Ask any Pitney-Bowes office for a free demonstration in your office. Or write for free illustrated booklet.

Pitney-Bowes

MAILOPENERS

PITNEY-BOWES, INC.
3460 Walnut Street, Stamford, Conn.

Originator of the postage meter...
139 offices in U.S. and Canada.

FREE: *Send for handy desk or wall chart of postal rates, with parcel post map and zone finder.*

For More Information Circle No. 262

processing for small business in a report now available. In four pages, it outlines the program of A.S.C. Tabulating Corp., which receives 1000 bookkeeping entries from 30 clients by mail. Submitted to A.S.C.'s G-15 system, the entries are processed and completed reports sent by return mail. Processing in 30 minutes what would normally require an accountant eight hours, the computer permits important time and cost savings. For "Computers in Small Business Accounting," Bendix Computer Application Report Number 13, **Circle No. 187.**

ENGINEERING COPIER

Haloid Xerox, Inc., Dept. 1824, Rochester 3, N.Y., offers a four-page, two-color brochure illustrating and describing the Xerox Copyflo 1824 printer. On insertion of a sheet of ordinary paper, the machine automatically turns out a dry, positive engineering print up to 18" x 24" from a microfilm frame mounted in a data processing card. The 1824 saves time, money, filing space, and materials. It is especially designed for small-volume users of engineering drawings or for large, decentralized users. For a copy, **Circle No. 191.**

BEVCO Coat & Hat Racks

Mirror-like Chrome 1" tubular steel. Row of Hooks 2-6' lengths.

$10.95

36" Single Shelf

Attach on standard 16" stud centers. Single, Double, Triple shelves, 2—6' lengths. Hangers.

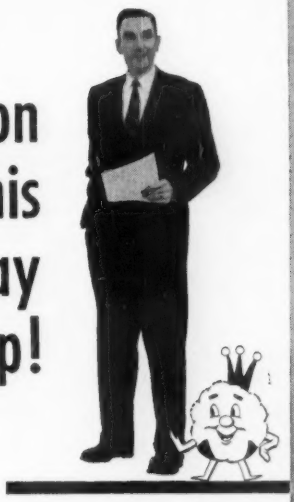
Sturdy Chrome Stand for Floor Models

BEVCO-Precision Mfg. Co.

831 Chicago Ave., Evanston, Illinois

For More Information Circle No. 273

on his way up!



Of course! He specified Parsons cotton fiber Index Papers! Now office forms and files look better, perform better, last longer . . . make good business sense. Your printer can get them for you, too . . . quickly.

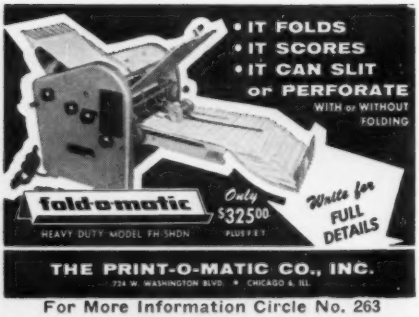
BETTER COTTON FIBER PAPERS

Parsons

KING COTTON BUSINESS PAPERS

YOURS: RECORD-KEEPING PAPER GUIDE NO. 121. WRITE ON YOUR BUSINESS LETTERHEAD TO PARSONS PAPER DIVISION, NATIONAL VULCANIZED FIBRE COMPANY, HOLYOKE, MASSACHUSETTS

For More Information Circle No. 274



For More Information Circle No. 263

and only Sure-Rite has it!

Look for the stencil with the patented Red Dot Seal Tab!

Write for full information and free sample.

American Stencil Manufacturing Co.
2714 WALNUT STREET • DENVER 5, COLORADO

For More Information Circle No. 264

An Annual Roller Change—The Best
TYPEWRITER LIFE INSURANCE

Insist On A
FUTURISTIC GALAXIE
Platen

Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer

For More Information Circle No. 265

FREE DIES AND PROOFS
GENUINE ENGRAVED LETTERHEADS
$15.00 FOR 1000
Genuine ENGRAVED BUSINESS CARDS
500 $11 • 1000 $15
MANUSCRIPT COVERS 100 FOR $3.00
CLIP YOUR LETTERHEAD TO THIS AD... MAIL FOR FREE PROOF
DEALERS WANTED
DEWBERRY ENGRAVING CO.
807 SO. 20th ST., BIRMINGHAM 5, ALABAMA

For More Information Circle No. 266

DUPLICATING SUPPLIES

Old Town Corp., 750 Pacific St., Brooklyn 38, N.Y., is again publishing the Old Town Counsellor. Intended principally as an aid to dealers, the two-color quarterly will carry news of research and development in the company, new products, and advances in the fast-growing field of office duplicating supplies. For sample copy, **Circle No. 181.**

CONTRACT FURNITURE

Howell Co., St. Charles, Ill., shows several new style chairs and tables in a contract furniture condensed six-page catalog. The full color brochure shows over 50 illustrations of modern metal contract furniture in Encore square tube and the round tubular steel frame upholstered chairs and davenports. Products include a molded plywood walnut seat and back chair No. 223 with a companion model No. A219 with polyfoam cushioning and a choice of colorful Naugahyde upholstery. A molded plastic seat chair No. A133 has a seat 16″ wide x 15″ deep x 1½″ high with a form-fitting wire grill back on a Chromsteel or Bronzite tubular frame. This lightweight chair weighs only 9 lbs., comes in a range of polyethylene leathergrain plastics in tangerine, sand-tan, celedon green and antique white. The seat is unbreakable and washes with soap and water. For decorating ideas and furniture arrangements the folder shows seven color installations of furniture. For the catalog, **Circle No. 180.**

MOVABLE PARTITIONS

Modern Partitions, Inc., 339 East 16th St., Holland, Mich., announces a colorful catalog of its line of movable partitions with pertinent data concerning surfaces, finishes, sizes, installation and construction features. This catalog and an earlier one describing the firm's movable walls are both available. For copies, **Circle No. 190.**

Copycat's patented spray process gives you more copies... better copies of anything ...and for as little as four cents each!

...it's the world's fastest photocopy machine—bar none! From start to finish, including all paper handling, Copycat's deluxe new wall model gives you finished ready-to-use copies in 12 seconds.

What's more, because of its patented spray process, Copycat's deluxe wall model will give you up to 10 crisp, clear copies of anything from *one negative!*

No other photocopy machine can offer as many copies—a feature that alone will cut your copy cost to an average of four cents each—*and* repay the initial investment in no time.

The key to Copycat's speedy production of quality copies is its patented spray process. No open trays of developer are used—Copycat utilizes a tank, from which developer is pumped and sprayed and returned to the tank.

This gives faster, more uniform distribution of developer and prevents spilling.

Moreover, unlike other photocopiers, Copycat can be mounted on the wall, to save valuable desk space (or placed on the desk, if you wish).

If you are less than enchanted with present-day copying methods, annoyed at rising costs, messy developers and fuzzy copies—look into Copycat. Write or 'phone for a free demonstration in your own office. Absolutely no obligation.

National distributor of Gevaert photocopying materials

GEVAERT

Copycat CORPORATION

215 Fourth Ave., New York · Phone: ORegon 4-5582

For More Information Circle No. 312

News of the Office

Eastern Computer Conference

The 1960 Eastern Joint Computer Conference will be held at the New Yorker Hotel, New York, Dec. 13-15. On Tuesday there will be two sessions, one at 9:30 a.m., another at 2 p.m. The first will be under the chairmanship of Louis Wilson, Remington Rand; the second under Sidney Cashton, CEIR. Wednesday and Thursday will see four further sessions under the chairmanships of Charles Jones, Shell Co., Richard Clippinger, Minneapolis-Honeywell, Donald Pendery, IBM, Herbert Grosch, consultant, respectively. Subjects will include: A Logical Machine for Measuring Problem Solving Ability; A Method of Voice Communication With a Digital Computer; A Survey of Digital Methods for Radar Data Processing; The Organization and Program of the BMEWS Checkout Data Processor; High Speed Data Transmission Systems; Parallel Computing With Vertical Data; Theory of Files; The Use of Binary Computer for Data Processing; High Speed Printer and Plotter; The IBM 7074 System; The RCA 601 System; Data Processing Techniques in Design Automation; and many other technical topics. For complete details write to: Eastern Joint Computer Conference, P. O. Box 2580, Grand Central Station, New York 17.

AMA Data Processing Show

The first fully comprehensive American Management Assn. Data Processing Conference will be held March 6-8 at the Statler Hilton Hotel, New York, in connection with the largest exhibit of data processing equipment to be presented in seven years by AMA. The conference has been reorganized from those of the previous years to attack problems involving total management information systems, and the inter-relationship of all important segments of data processing from both a technical and management point of view. Case studies showing how procedures work out in practice will be presented by leaders in such vital areas as: management information systems; source data automation; one-line, real-time data processing; evaluation of data processing management; installations and operations; centralized vs decentralized data processing; and managerial and organizational problems. Details from American Management Assn., 1515 Broadway, New York 36.

Handwriting Foundation Officers

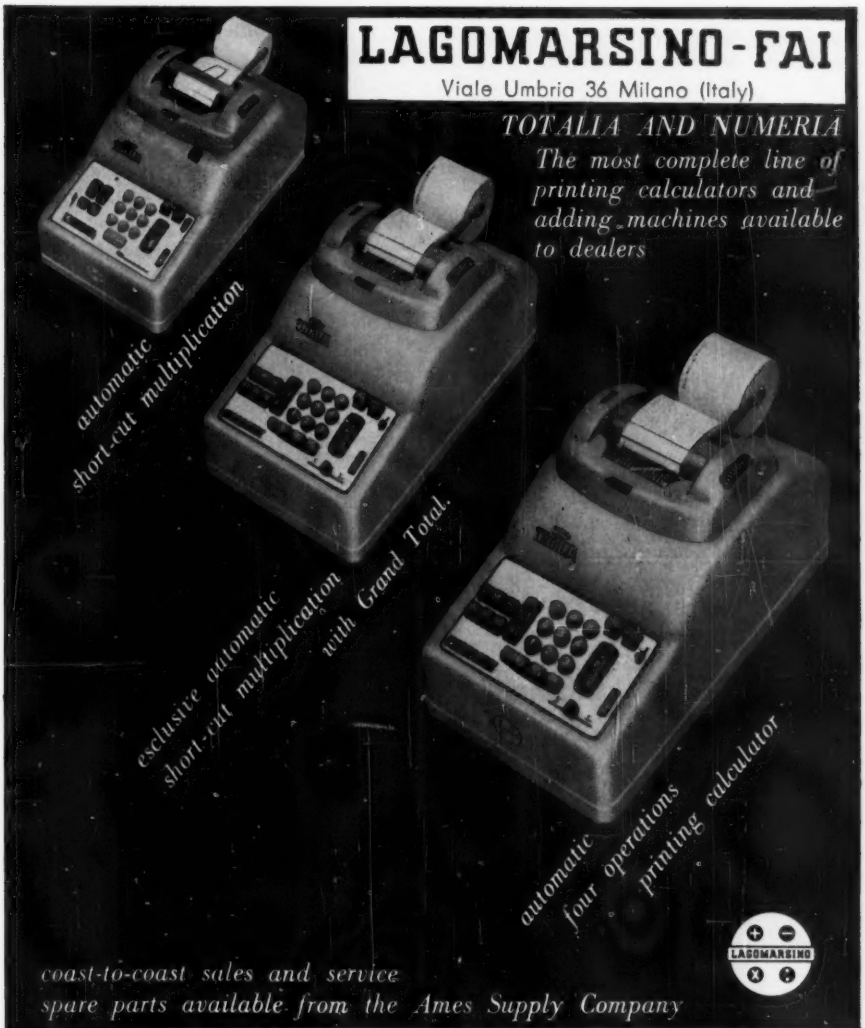
Wilbur Olson, patent counsel of W. A. Sheaffer Pen Co., was elected president of the Handwriting Foundation, it was announced by Frank L. King, executive secretary. The board of directors also elected George Bartol III, president, C. Howard Hunt Pen Co., as vice president of the foundation. Charles K. Lovejoy, vice president, Scripto, Inc., is secretary-treasurer.

Buffalo Business Show

The Buffalo, N. Y., Chapter of the National Assn. of Accountants announces its 26th Biennial Regional Business Show in the Memorial Auditorium in Buffalo, Oct. 4-5, 1961. More than 15,000 sq. ft. will be shared by approximately 75 exhibitors.

NCR 304 Users Organization

A National 304 Users' Organization has been set up following a meeting of representatives of customers at National Cash Register's Dayton headquarters. Its purpose is to provide communication and ex-



Distributing Centers in U.S.A.

NEW YORK, Check Writer Co., 565 Broadway
CHICAGO, Import Office Machine Co., 7444 N. Harlem Ave.
SAN FRANCISCO, Northwest Lagomarsino, 639 Howard St.
LOS ANGELES, Wholesale Business Machines, 7515 Beverly Blvd.
HOUSTON, Adding Machines Distributing Co., 2201 Caroline St.
DALLAS, Wholesale Office Machines Co., 2000 North Lamar St.
LOUISVILLE, KY., Import Business Machines Co., 1503 Bardstown Road.
PUERTO RICO distributor: SAN JUAN, Real Hermanos Inc., Calle Tanca 250
CANADA distributor: TORONTO, Nauta Bros., 3615 Danforth Ave.

For More Information Circle No. 343

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For More Information Circle No. 354

change of information of mutual interest. Experience and techniques in systems analysis and formulation, programing and operation will be shared for the benefit of all utilizing the NCR EDP systems.

OM Printing-Supplies Manager

Ray Marien was named purchasing manager—printing and supplies for Olin Mathieson Chemical Corp., it was announced by F. E. Plumley, director of purchasing. Mr. Marien, who joined the corporation in 1955, was formerly forms and procedures manager.

MICR System in Washington

National Savings & Trust Co. has installed the first MICR check sorter in the District of Columbia. Douglas R. Smith, president, announced that a Burroughs B-100 electronic sorter-reader has been put to work. The system eventually will include a Burroughs B251 visible record computer, magnetic ink imprinters, amount and account number printers and other devices that will process most of the bank's accounting work automatically.

Losing Disciplinary Rights

Management is losing its right to discipline employees, according to Industrial Relations News. Unionized companies have pretty much surrendered their authority to discipline employees for reasons management considers just, since 90% of all union contracts provide for arbitration by an outsider of unresolved labor-management disputes. Most of these concern discipline. Company decisions to discharge workers are reversed or modified 54% of the time by arbitration. In all other arbitrations involving discipline, management is set back in 45% of the cases.

Companies with no union contracts have, in practice, about abdicated disciplinary control. This has come about, IRN says, through pressures generated by union organizing threats, labor shortages and growing standardization of discipline policies. To maintain its right to discipline, a large utility insists executives actively enforce company policies which are broad in outline. To insure flexibility, no written rules are issued but a systematic attempt is made to familiarize all foremen and supervisors with policies. At periodic meetings, groups of 20 supervisors are confronted with typical disciplinary problems. Trained leaders guide discussions of issues. As problems are discussed, management policy becomes evident to supervisors.

Absenteeism, chronic discipline problem in smaller companies, is no longer a headache at American Institute of Certified Public Accountants in New York. This office, employing 140 people, grants a paid day off to every employee who works three consecutive months without an absence. "Attention to fundamental principles can build a sound disciplinary policy that will win employee respect and boost management's batting average at the arbitration table," says IRN. The newsletter offers some suggestions:

When writing rules, be realistic. Don't require a worker to inform on a fellow employee for a minor offense.

Tone down the language in rules. Discharge of a worker caught taking company property has more chance of being upheld by an arbitrator if worker's charged with "unauthorized possession of company property" rather than "stealing."

Be reasonable. A garnishment rule, for example, is often hastily drafted after a company experiences its first case. To require a garnishee to settle his affairs in two pay periods may be asking the impossible.

Resist the temptation to make exceptions to rules although they seem due. If a rule is not enforced consistently, favoritism will be charged.

Don't permit a rule to be violated "at the edges." If you grant workers five minutes off at the end of the day to clean up, don't let them start quitting work six, then seven, minutes early. "If management permits a 'past practice' of this sort to develop," says IRN, a crackdown has "little chance" of success.

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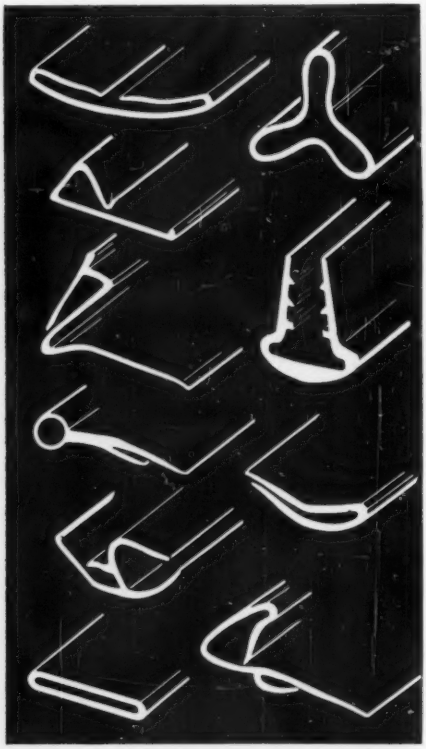

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YATES COMPANY

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For More Information Circle No. 242

Business in Politics

(Continued from page 86)

measurable in terms of the election outcome, but we are convinced that it fostered greater interest in the elections, more participation in grass roots politics, and broader understanding of the issues involved.

Apart from election-oriented programs such as these, we undertake year-round to interest employees in local, state and national legislative activity and give them the facts on which to base informed judgments. This effort, of course, is decentralized as to state and local issues, and employee publications and management newsletters are the most common media used.

Our Government Relations Service in New York is largely concerned with national issues, and from time to time publishes a Government Relations Bulletin to keep managers and employees

"Is your wife enjoying our Christmas party?"

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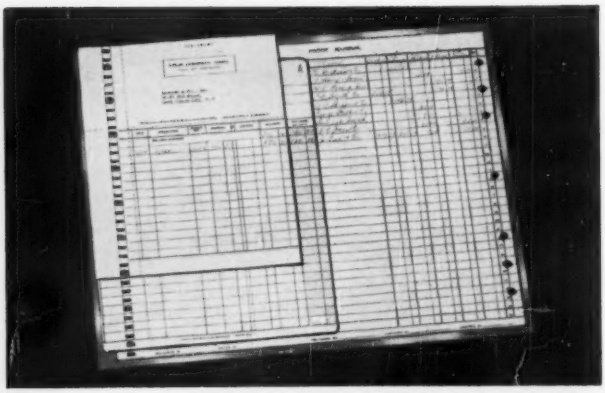
For More Information Circle No. 337

informed of current and coming issues of interest. For the most part, these deal with the domestic legislative activities of Congress, present and prospective, in such areas as tax, regulatory, labor and general economic legislation, although special issues have been devoted to the federal budget, the farm problem and similar broad topics.

Annually, the Government Relations Bulletin publishes Congressional voting records on a dozen or so selected issues and, in increasing degree, these are excerpted for use in employee newspapers to show readers how their Senators and Representatives voted in Congress. Significantly, these records show whether a legislator voted "yes" or "no" on particular issues, not "right" or "wrong." We don't presume to interpret which way was right. This is left to the employee's judgment.

Since most of our efforts in the political and legislative area are of relatively recent origin, dating back not over two years, it's early to determine their long-range effect. But even now there are encouraging signs that our employees are better informed and more interested in political and legislative issues than formerly. Whichever party enlists their allegiance, we believe that their interest, knowledge and effort will help our democratic government to work more effectively.



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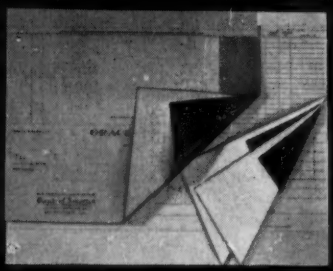

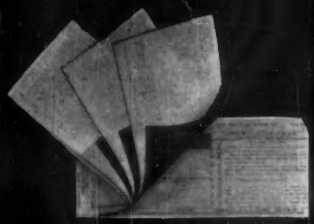

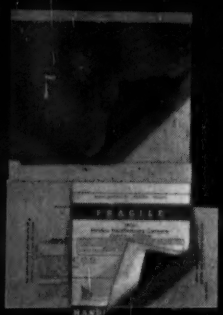

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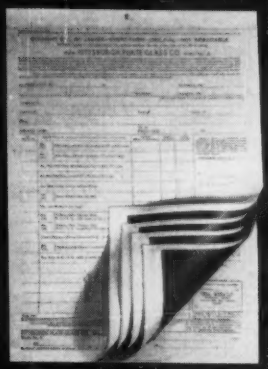

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For More Information Circle No. 357

News of the Industry

Dictaphone Chief Executive

Lloyd M. Powell

Lloyd M. Powell, president, Dictaphone Corp., was elected chairman of the executive committee and chief executive by the board of directors. The late C. K. Woodbridge, who died recently in London, had held both posts. Joining Dictaphone in 1926, Mr. Powell rose through sales and marketing. He served as the company's general sales manager and became a vice president in 1951. In 1953 he was named president and a director. He is also a director of Carolina Metal Products and of Office Equipment Manufacturers Institute.

Two SCM Sales Appointments

W. J. Koepenick

G. F. Burns

Ward J. Koepenick and George F. Burns were appointed vice presidents of Smith-Corona Marchant's new, centralized marketing organization, it was announced by Leslie C. Overlock, vice president of marketing. Mr. Burns will be responsible for the sale of consumer products, such as portable typewriters and adding machines, and Mr. Koepenick will handle the sale of office products, such as office typewriters and calculators. Mr. Overlock also reported that the centralized marketing organization was transferred to New York. Prior to his current appointment, Mr. Burns was vice president and general sales manager of the Smith-Corona Div. He joined SCM in 1945 as a portable typewriter salesman, and in 1949 he became manager of the Brooklyn branch. He was named regional sales manager in 1955, and national sales manager in 1959. Mr. Koepenick's responsibility was general sales manager of the Marchant Div. He had been Pacific Div. sales manager, and before that district manager at Houston.

LPMA Elects New President

Rolf J. Thal, Eagle Pencil Co. vice president, was elected president of the Lead Pencil Manufacturers Assn. at its annual convention in White Sulphur Springs, W. Va. Mr. Thal succeeds Frank G. Atkinson, president, Joseph Dixon Crucible Co.

Olympia's Wilhelm Brok

Wilhelm Brok

Celebrating his 60th birthday last Oct. 23, Wilhelm Brok, director Olympia Werke A. G., Wilhelmshaven, Germany, also completed 35 years continuous service with the company. Joining Olympia in Erfurt during pre-war

New MASO BOOKCASES

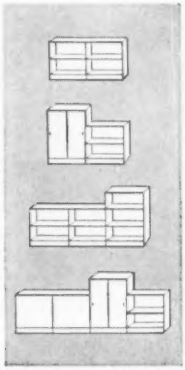
LOW-COST

SMART • STURDY • VERSATILE

MASO new bookcases, with decorative design and beautiful finish, have a wide variety of uses. Attractive as corner or wall bookcases — individually or grouped; island dividers; counters. Provide working, shelf or counter area; office or stock room storage.

42" MODEL

Group arrangement of 29" and 42" Units



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Choice of finish to blend with modern office or store furnishings: Desert Tan, Mist Green, or Gray. Adjustable shelves. Open, or choice of two types of sliding doors—steel or glass. Finish is baked-on-enamel. All models in 12" or 18" depths. Readily convert to door or basic unit style.

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For More Information Circle No. 368

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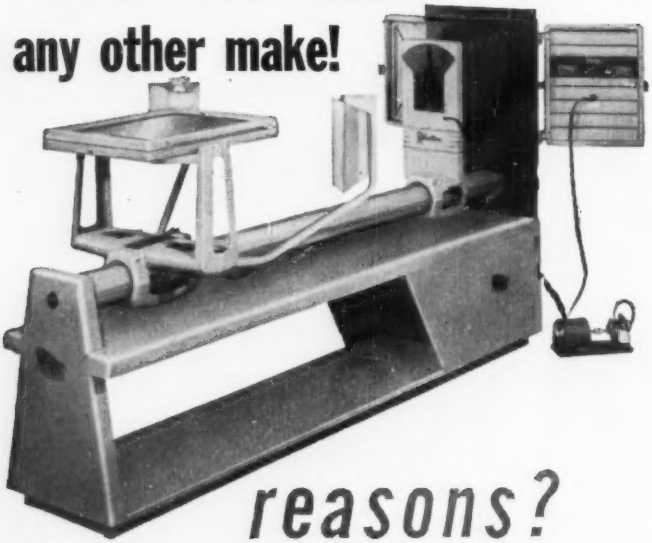

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For More Information Circle No. 206

days, he made a monumental contribution through his sales direction and saw the firm grow in the postwar years from 28 employees only 14 years ago, to its present roster of almost 15,000.

Key Lox Executive Appointments

Talbot Curtin

J. Carol Doyle

C. K. Hellebush Jr.

Talbot Curtin, Charles K. Hellebush Jr. and J. Carrol Doyle have been named to top executive posts in Kee Lox Mfg. Co., announced Charles W. Pembroke, president. Mr. Curtin was named executive vice president. In February he was appointed a vice president and treasurer, and will retain the latter title in his new position. A director of Kee Lox since 1938, he joined the firm in 1945 as general manager. Mr. Hellebush, appointed vice president-sales, is a veteran of 25 years service with the company. Formerly general sales manager, he was named to the board of directors in 1953. Mr. Doyle succeeds Mr. Hellebush as sales manager. He was previously assistant sales manager.

Gestetner Acquires Distributor

Ralph N. Barnett, president of Gestetner Corp., announces acquisition of the stock of Walter Radell Co. of Calif., which distributes Gestetner duplicators and supplies throughout the state through its branches and franchise dealers. Walter Radell continues as president under the new ownership arrangements. Mr. Barnett explains the move as part of an overall plan to strengthen and increase sales and service throughout the state by both branches and franchise dealers.

Royal McBee Marketing Head

J. P. Boyle

J. P. Boyle was appointed director of marketing services for Royal McBee Corp., it was announced by H. C. Davis, senior vice president in charge of marketing. Mr. Boyle will head a staff at the Port Chester, N. Y., headquarters which will be responsible for overall policy and planning, and general services such as advertising, customer service, market research, product distribution, sales promotion, sales and service training. Mr. Boyle's appointment is part of the overall reorganization of the company's nationwide sales structure to decentralize responsibility for sales and profit performance of district sales offices into four geographical divisions, each headed by a general manager. Each division is charged with all functions directly affecting the customer, while Mr. Boyle's staff will provide services common to all.

Stenocord Sales Manager

J. L. Cameron

Appointment of John L. Cameron as general sales manager of Stenocord of America, Inc., was announced by Richard T. Parks, vice president and general manager. Mr. Cameron will supervise all sales activities for Stenocord, distributor of magnetic belt dictating devices. He has been with the company since 1958, and previously was associated with Gray Audograph of Canada from 1953-58.

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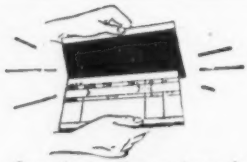

Our Snap-Apart Forms have been a standard of quality for years. For fine printing; just right "snap-apart" action, they are unexcelled. INTERNATIONAL BUSINESS FORMS snap-aparts assure customer satisfaction.

Continuous Forms, TOO! Now—offer your customers Continuous carbon-interleaved forms — Line Hole Punched Tabulating; pasted; or stapled—up to 10 parts. In Continuous as in Snap-aparts, International means quality — at the right price.

Young to Head Eureka Marketing

J. W. Young

Eureka Specialty Printing Co., Scranton, Pa., announced a reorganization of its sales and related functions. James H. Dunham Jr., president, announced John W. Young, formerly general sales manager, is now marketing and sales director, with full responsibility for all phases of marketing.

Five divisional executives, responsible for all sales, advertising, promotion and merchandising functions, will report to Mr. Young. One is Louis H. Healy Jr. who is product development manager, an entirely new post. R. J. Preston Jr., formerly director of field sales, is sales manager, with complete responsibility for sales in the four sales divisions. Other divisional executives reporting to Mr. Young are A. J. Krause, merchandising manager; H. B. Speicher, applicator division manager; and David P. Brauer, special accounts representative. Richard D. Almony is to become Outserts division manager. Spurgeon K. Condo was named assistant sales manager to supervise two sales divisions and report to Mr. Preston. Wythe Bolling, formerly president of Bolling Industries, Scranton, has joined Eureka to assist Mr. Healy in product development. Fred W. Whaley, formerly with Southwest Printing Co., succeeded Mr. Condo as a regional representative with headquarters in Dallas. Howard E. Conrad continues as commercial division manager, and I. T. Miller remains stationery division manager, both reporting to Mr.

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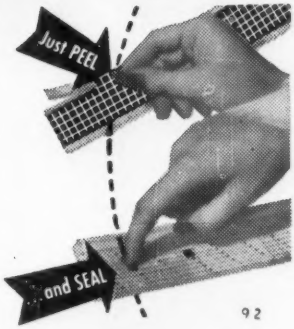
Made of super-thin Mylar® . . . feeds freely, won't jam equipment. Highly visible opaque red color easy to spot. Fast to apply. Low in cost. Order red and transparent seals from stock; silver on special order. Send for free sample.



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For More Information Circle No. 260

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and open the door to a better job with a bigger salary. ERASERSTIK does away with sloppy strikeovers.

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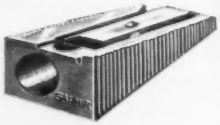

A.W.Faber-Castell

Pencil Co. Newark 3, N. J.

Shaped like a pencil, it sharpens like a pencil to any style point you prefer—blunt, medium or slender.

For More Information Circle No. 277

Preston, who retains personal supervision of the specialty division. A. R. Jeffrey Jr., sales promotion manager, is responsible for all advertising, promotion and public relations activities, reporting to Mr. Krause.

General Binding Adv Manager

W. L. Fritz

W. L. Fritz was named advertising manager of General Binding Corp., it was announced by William N. Lane, president. Mr. Fritz, a veteran of many years in the plastic binding field, held several executive positions with the firm before his new appointment. A year ago he was named national sales training director. In this capacity he directed an expansion program designed to double the company's sales force to 200 men.

Atvidabergs-Autonetics Pact

An international licensing agreement between AB Atvidabergs Industrier Stockholm, Sweden and North American Aviation, Inc., involving products of Facit Electronics, a subsidiary of Atvidabergs and the Autonetics Div. of North American Aviation, has been negotiated. Autonetics president John R. Moore and Gunnar Ericsson, president of Atvidabergs, said terms of the reciprocal agreement provide for manufacture and distribution of Facit electronic computer accessory equipment by Autonetics' Industrial Products organization in the U. S., Canada and Mexico. The Swedish firm will have similar rights regarding Autonetics' Recomp computer and Nifte automatic factory testing equipment in Sweden, Denmark, Norway and Finland.

Faber-Castell Buys 3 Firms

Three manufacturers and distributors of pencils and ballpens were acquired by A. W. Faber-Castell Pencil Co., Newark, N. J. They are Commonwealth Cedar Co., Cava-

lier Pencil Co. and Pen-Cil-Pen Co., all of Shelbyville, Tenn. Operating company in Tennessee will be Commonwealth Pencil Co., a wholly-owned subsidiary of A. W. Faber-Castell. It will provide complete manufacturing facilities for the Newark firm's line of commercial pencils, ballpens and several eraser items. W. Clint Rucker remains president and general manager of Commonwealth. Faber-Castell president, H. U. Bittman, is chairman.

Myers Is Frye President

Hiram A. Myers was elected president and chief executive of Frye Mfg. Co., Des Moines, Iowa, maker of one-time carbon papers. He succeeds Marion C. Frye who resigned for health reasons. Mr. Frye will continue on the board of directors of the company his father, the late F. C. Frye, founded in 1912. He will also serve as special consultant on various company projects. Mr. Myers has been with Frye since 1954, and executive vice president and general manager since 1956. He is also president of the One-Time Carbon Paper Manufacturers Assn.

"Columbia chairs make good barber chairs

...but my daddy says they're the very best for his office"

Send for catalog and names of authorized dealers near you.

COLUMBIA-HALLOWELL Division

SPS

JENKINTOWN 88, PA. or
SPS WESTERN, SANTA ANA, CAL.

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fully automatic... yet modestly priced

the Lathem 8800 time recorder

Accurately, time is registered the instant the time card is inserted . . . in two colors and correctly positioned, with IN and OUT separated in two columns. Impossible to overprint. Yet this completely automatic 8800 Time Recorder is priced within the range of typewriters.
Send today for full details.

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88 Third Street, N.W. Atlanta, Ga.

Gentlemen: Without obligation, please send me full information, including prices, on the completely automatic 8800 Time Recorder.

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PAPER TRIMMER & CUTTER *combined*

CUTS UP TO 50 SHEETS IN ONE STROKE

6 MODELS:
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KUTRIMMER

ALSO CUTS cardboard, fibreboard, foils, rubber, fabrics, leather linoleum, felt, thin plywood, thin soft metal, photos.

FOR EVERY BUSINESS:

***Unique safety feature — hand-clamp avoids the danger of an idle hand, as in ordinary paper-trimmers.**

See **KUTRIMMER** at your local dealer or write to

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RITER

One girl addresses more than 2,000 media daily with this uniquely effective hand size machine.
Put addresses or short messages on envelopes, labels, statements, postal cards, literature, etc.

Price $22.50

Thousands in use coast to coast by stores, restaurants, independent businessmen, salesmen and others with addressing jobs to do.

Send for literature to

VISIrecord Inc.
375 Park Ave., New York 22, N.Y.

For More Information Circle No. 253

Business Forms Firm Expands

Wilco Business Forms, Inc., has opened expanded facilities in Ithaca, N. Y. Its new building, adjoining the old one shared with Wilcox Press, contains 10,000 sq. ft. of plant space as well as added office space. The company plans to buy new equipment and expand into new areas of production. Currently it makes snap-out forms. William A. Frey, general manager, predicts a 50% increase in output within a year.

Koh-I-Noor Name Change

Koh-I-Noor Pencil Co. has changed its corporate name to Koh-I-Noor, Inc., reports William E. Danjczek, president. The decision was taken in view of the diversified range of drafting and writing products the company now manufactures in addition to pencils and leads.

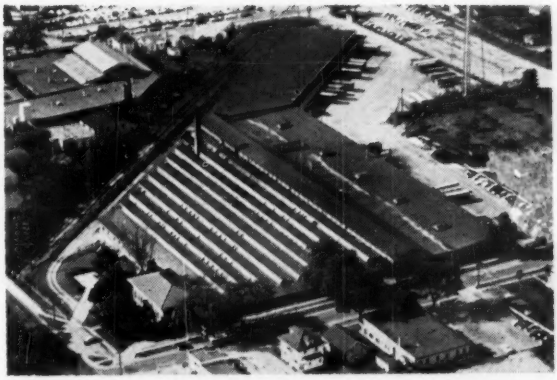
Dictating Machine Lease Plan

A dictating machine leasing plan was made available to all Stenocord dealers in the U. S., reports Lennart Appelqvist, chairman, Stenocord of America, Inc., and Pacific Instruments Corp. The program will cost as low as 26c a day per unit and is being offered through United States Leasing Corp., whose experience in the office equipment field includes similar plans with Marchant, Smith Corona, Ditto and Pitney-Bowes.

Automotive Bookkeeping Firm

Reynolds & Reynolds Co., Dayton, has bought a half-interest in Controlomat Corp., Boston, and set up a new corporation of the same name with headquarters in Dayton. The deal brings together two firms with a strong interest in automotive bookkeeping. Reynolds Automotive Division has been designing and manufacturing accounting systems and operating forms for new car dealers since 1927, while Controlomat has been active in electronic accounting for auto dealerships since 1956. Anthony P. DeFalco and Robert R. Christensen retain their positions in the new firm.

LeFebure Corp. has bought the Cedar Rapids plant of Fruehauf Trailer Co. containing 172,000 sq. ft., including a 3-story office building. Space freed by this acquisition will be devoted to production of equipment for the Autho-Visor signiture identification system and expansion of departments making sorters, indexing and other components.



Koh-I-Noor Scholarship Award

Nineteen-year-old Eugene DeFouw of Coopersville, Mich., was awarded the Koh-I-Noor Pencil Co. scholarship at Ferris Institute, Big Rapids, Mich. Established this year, the scholarship will be awarded annually to the most deserving student in a new study program: Reproduction Technician Training and Drafting.

McDonnell Automation Center

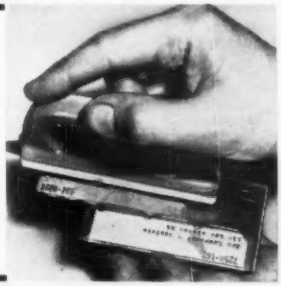
Charles T. Salisbury was appointed manager of marketing for the McDonell Aircraft Corp. automation center. Mr. Salisbury recently joined McDonnell after six years with International Business Machines Corp. in St. Louis. He formerly was associated with General Electric's apparatus sales division. In his new position,

The Quik Stripper, Jr.

REMOVES PLATES AND CARDS FROM ADDRESSOGRAPH FRAMES

Strip plates and cards from frames quickly with this handy tool without touching inky plates. Saves finger nails and keeps hands clean. The Quik-Stripper, Jr. works with any kind of frame: small, medium or large—old style or new style—even frames holding stub-section plates.

Don't make plate stripping a chore. Keep your work up to date, from day to day, by equipping each operator with a Quik-Stripper, Jr. Sold on 5-day approval. Send for circular with details. Write Addressing Machine Co. of Calif., 667 Mission St., San Francisco 5, Calif. YUkon 2-2130.



For More Information Circle No. 279

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Shannovue Desk Pad model DP 5, ¼" strip capacity: 260. Frame size: 6" x 6½".

Solve index and list problems with Shannovue Strip Records

DO YOU HAVE THIS PROBLEM? When kept in books or typed on sheets of paper, lists of information may be fine until revisions become necessary. Then each alteration makes the list more untidy, harder to use.

HERE'S THE MODERN SOLUTION. When a Shannovue Strip Record requires revision, the outdated strip is removed, a new one typed and slipped in place. No need to retype the whole list—it is constantly up-to-date.
A good range of models and capacities allows you to pick the unit you need. Shannovue Strip Records solve your index and list problems.

For more information, get our new Shannovue Strip Record brochure. Write Shannovue, The H-O-N Co., Muscatine, Iowa.

Shannon H·O·N Systems
U.S.A. DISTRIBUTOR

MUSCATINE, IOWA

For More Information Circle No. 272

he will be responsible for all sales efforts relating to the automation center's management services, including consultation, systems design, programing and machine use in scientific and administrative areas.

Typewriter Ribbon Tariff

In a statement issued through its counsel, George Link Jr., Carbon Paper and Inked Ribbon Assn. expressed great surprise at President Eisenhower's proclamation withdrawing existing tariff concessions on cotton and typewriter ribbon cloth and thus restoring statutory higher rates of duty. Mr. Link said the proclamation was completely unexpected since the President has rarely acted as in this case, under what is known as the "Tariff Escape Clause." Mr. Link further stated that the raising of the import duties would place a substantial burden on manufacturers of inked ribbons who use imported and domestic cloth extensively.

Heads Standards Program

Office Equipment Manufacturers Institute announced appointment of John H. Howard as director of its data processing group activities. He will be responsible for the standardization program for data processing equipment, including computers.

Datamatic Is EDP Division

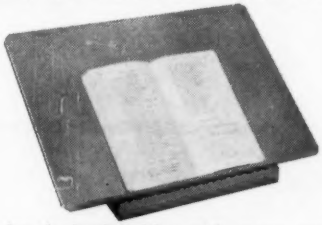
Minneapolis-Honeywell has changed the name of its Datamatic Div. to Elec-

Roneo 750-E at National Auto Show, Detroit, was used in press room. Installation was by the Roneo Div., Frankel Mfg. Co.

Flash Filing

BOOK HOLDER

One of more than 300 Flash Filing Products



A handy book-holder with many uses! For students it holds text-books. For sales counters it holds price lists. For invalids it provides restful holder of books, letters, etc. There's a large market for this helpful Flash Filing book-holder.

FLASH FILING, INC.

2634 S. Cherry, Fresno, Calif.

For More Information Circle No. 236

To let you know

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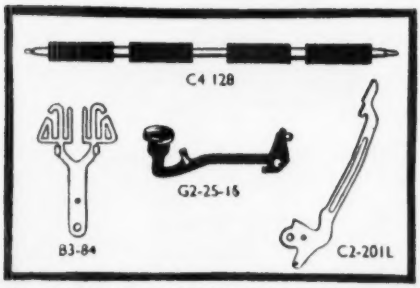
supply precision BRITISH made Parts and Tools direct to you at LOWEST PRICES



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WHOLESALERS & DEALERS

Exclusive Territories Open!

Be the Scotty distributor in your area. Make the extra profit.

The pen color is the ink color!

Medium Point 39c Fine 49c Broad 59c

Eight Brilliant Colors and Repro Inks

Every Pen is guaranteed perfect

Special prices for bids

Double your net profit with SCOTTY Pens and standard refills • Bulk and single pack

Write for catalogue sheets and discount on other styles of pens and desks sets.

SCOTTY ENGINEERING CO.

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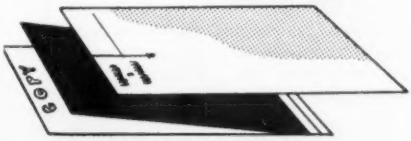
For More Information Circle No. 238

EXLCO **CARBON COPY SETS**



TWO WAY SALES PLAN THAT MEANS GREATER PROFIT!

Attractively packaged, top quality carbon second sheets, prompt delivery to your customers under your label.

DEMONSTRATOR kit assures first sale and automatic repeat sales.

Write for Samples and Dealer Plan

EXLCO **THE EXLINE-LOWDON COMPANY**

1818 S. ERVAY • DALLAS, TEXAS • HA 1-2177

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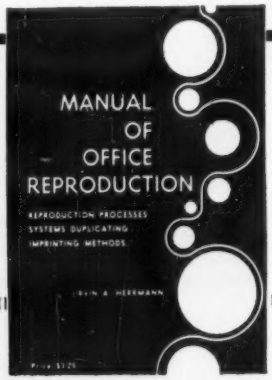
THE ONLY BOOK OF ITS KIND!

Includes:

- CARBON PAPER,
- SUBSTITUTES FOR CARBON PAPER,
- GELATIN HECTOGRAPH DUPLICATING,
- FLUID DUPLICATING,
- STENCIL DUPLICATING,
- RELIEF DUPLICATING AND PRINTING,
- OFFSET DUPLICATING,
- PHOTOGRAPHY (CAMERA),
- CONTACT PHOTOCOPY,
- CONTACT PRINTING (TRANSLUCENT MASTER),
- FACSIMILE MASTER PREPARATION,
- AUTOMATIC TYPEWRITERS,
- AUTOMATIC DATA PROCESSING,
- COMMUNICATION TRANSMISSION,
- IMPRESSION STAMPS,
- ADDRESSING METHODS,
- TABULATING MACHINES,
- SIGNATURE MACHINES,
- OTHER IMPRINTING MACHINES,
- BINDING AND FINISHING EQUIPMENT.

Over 200 pages of helpful information, and illustrations (including 100 pages of advertising by duplicator manufacturers, with Buyer's Guide index).

Describes all office reproduction and duplicating processes. Time-saving charts show at a glance which process to use for best results in any situation. Tells how to make the most economical use of whatever duplicating machines an office may now have—how to combine the advantages of one process with those of another to save time and money. Also tells when not to use certain methods.



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U. S. delegates to the sixth international Regna sales convention leaving Idlewild Airport, New York, for Bergen, Norway. The one-week bi-annual event allowed 325 delegates from 26 countries to see the latest Regna cash registers and adding machines being made.

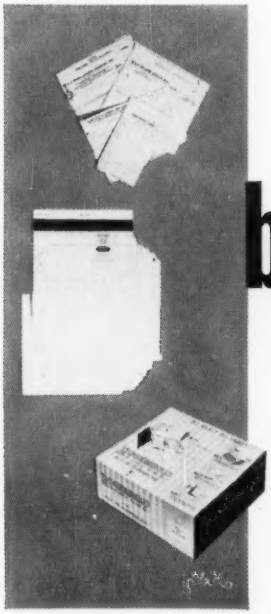
tronic Data Processing Div. "to make the division's name clearly express its product line and more closely identify these products with Honeywell," said Paul B. Wishart, Honeywell president.

Government Sales Manager

Appointment of E. A. Freiburger as government sales manager for Videograph Products, A. B. Dick Co., was announced by Glendon T. Gerlach, marketing manager for the department. Mr. Freiburger will be responsible for all contacts involving Videograph for military and other government agencies. He comes to A. B. Dick from the Communications Systems Div., ITT-Kellogg where he was regional manager.

Steel Equipment Firm Formed

Formation of a company to produce file cabinets and related steel equipment is announced by Sidney Gelder and Saul Chapman, called the Solid Industries Corp. For catalog, write to the company at 221 West 17th St., New York 11.



pick the proven "profit" line of snapaparts

• STANDARD • CUSTOM • STOCK

business forms

Write now for latest dealership information plus our "Rush-Up 24-hour Quote Service" kit!

ROGERSNAP BUSINESS FORMS

P. O. BOX 10425 DALLAS 7, TEXAS

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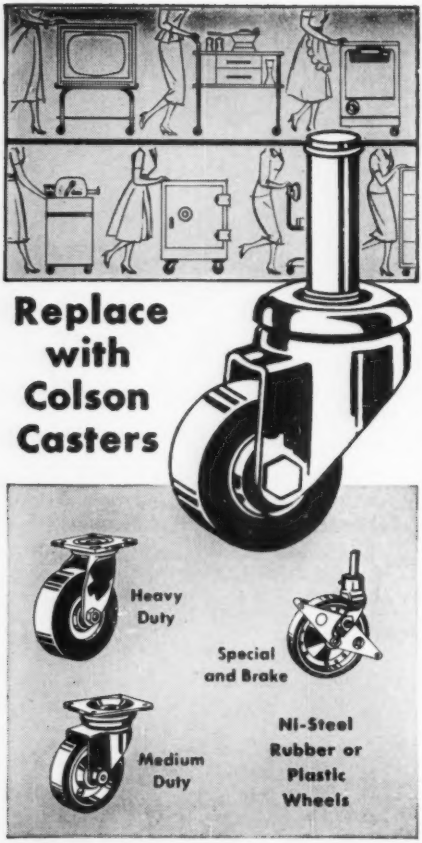

Speed up work . . .

Save floor damage

Send for new Colson catalog C101 . . . contains over 2000 job rated test proven money saving Casters.

Colson

Contact your local representative or distributor or write to

COLSON'S 75th YEAR OF PROGRESS

THE COLSON CORPORATION

7 S. Dearborn Street CHICAGO, ILLINOIS

For More Information Circle No. 303

Value Analysis in Buying Forms, Printing

HAROLD McDONALD,
Detroit Edison Co.

WE MAIL an eight-page quarterly report with the dividend check to 110,000 Detroit Edison stockholders. It contains our income statement plus a few articles of general interest. How much do you think 110,000 of these booklets should cost? A later issue of a similar report was printed as an eight-page folder. How much do you think we saved?

Production of the booklet required the printed sheets to be folded, stapled and trimmed. The cost was $1292. The folder was produced by trimming the flat printed sheets and simply folding at a total cost of $980. Both performed the desired function of a stockholder informational piece equally well. Therefore the folder, a simple example of the application of value analysis, was by far the better buy and resulted in a cost reduction of 24% or $312.

On a bulletin board in our purchasing department are displayed six current samples of value analysis to encourage our suppliers to assist us in buying materials that best perform the function required, at a proportionate cost. Three of the examples shown are from my buying division: office equipment and supplies,

1. A three-ring binder on which we saved $1100 per year by changing the cover from canvas to plastic.

2. Reducing the total weight of multi-wall fly-ash bags by changing from a 2-ply 50-lb. and 1-ply 60-lb.

kraft to a 2-ply 50-lb. and 1-ply 40-lb. reduced the cost more than $2500 per year.

3. Vehicle card holders which, by changing from imitation leather to plastic, we saved $936 on one order.

No doubt I am prejudiced after 20 years of buying office equipment, stationery supplies and all kinds of printing, but I firmly believe that these categories allow more opportunity for common sense buying and cost reduction than any other. As a matter of fact, it is almost impossible to buy printing without applying value analysis.

To analyze *any* printing requirement, the first question is what *kind* of printing. Is it a printed form, magazine, brochure or a mailing piece? The answer determines its function: operational, informational or promotional.

If I were trying to sell a $6000 automobile, the brochure could conceivably be in full color and printed on a stock compatible with the artwork, design and format. Even so, by careful analysis it might be possible to improve the effectiveness and at the same time reduce the cost. Many times we have reduced the cost of booklets by increasing the size from 28 pages to 32 pages to permit printing and folding as a single unit.

The application of value analysis to the purchase or use of printed forms is practically unlimited. Some are of a permanent nature, while others are delegated to the wastepaper basket after they have served a single purpose. Some forms, such as purchase orders and invoices, require carbon copies and are used as a means of communication outside the company, while others

NOW! 2 NEW!

LOW COST

HOMS Paper Cutters

M11—11½" Cutting Width

$119.50

M15—14½" Cutting Width

$149.50

CAPACITY OVER 300 SHEETS IN ONE CUT

So Accurate...So Easy...So Quick ...and SAFE to operate

. . . anyone can become an expert paper cutter—in minutes; AND . . . 10 great features make the **LOW COST** HOMS M11 and M15 the outstanding values in table top models. *Custom engineering on quantity orders* for special cutting needs in banks, insurance companies, etc.

Call Your Office Equipment Supplier Today

OR WRITE FOR FULL INFORMATION

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DOUGLAS **HOMS** COMPANY
1314 ROLLINS ROAD, BURLINGAME, CALIFORNIA

IN CANADA: A. R. DAVEY Co., Ltd., 1162 Caledonia Rd., Toronto 19

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CONTACT SCREENS

The Universal, a new, improved gray contact screen, shoots faster, gives more contrast if desired, and better tone values. For reproducing photos on photocopiers having a flat-bed exposure section.

Rulings: 32, 45, 55, 60, 65, 75, 85, 100, 110, 120, 133, 150, 175, 200, 250

Sizes: 8 x 10 to 23 x 29 in.

Pre-angled screens to 23 x 29 in.

Write for new literature.

CAPROCK DEVELOPMENTS

165 Broadway, N. Y. 6 REctor 2-4028

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EVER-SAFE Storage Chest and Posting Trays—One Complete Unit

Certified Fire Protection 1700° F. 1 Hour

1300 Package Consists of:

1 No. 1313 FIREPROOF CHEST with 1⅝" U.L. Approved Insulation.
2 No. 5585 POSTING TRAYS for sheet size 5½" wide x 8½" high. Capacity 2000 Sheets per tray.
2 Sets 25 DIVISION CELLULOID TABBED INDEX

Simplified credit system available.
Write for complete information.

EVERSAFE CO. Div. Schwab Safe Co. Lafayette, Indiana

For More Information Circle No. 313

Substantially Reduces
NOISE
of Keyboard Graphotypes

SOUNDTROL Noise Reducing Hoods, the result of many years' research by acoustic engineers, protect workers from tiring noise—increase production and work accuracy. Your Graphotypes can be relocated for better work flow when noise is eliminated and machine's appearance is improved. SOUNDTROL Noise Reducing Hoods do not increase floorspace, retard ventilation nor interfere with machine servicing. Write for full information today!

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Cop-e-Eez

COPY HOLDER & LINE SPACER

$17.67
Tax Incl.

- Line guide extends to 17"
- Holds notes 3/16" thick
- Single and double spacing
- Gentle-touch space bar
- Anti-noise cushioned
- Steel construction
- Flat-fold storage

Companion *Cop-e-Ett* with manual line indicator $7.95
Slightly higher in the West
SOLD AT DEALERS EVERYWHERE

manufactured by:

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SPECIAL OFFER!

Two Leading German Office Equipment Journals, at reduced combination rate!

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VERLAG PETER BASTEN, Aachen, Germany

For More Information Circle No. 316

are intended for internal use only.

This is where standardization and value analysis really pay off. Depending upon the use of the form, the selection of the appropriate grade, kind and weight of paper can result in considerable savings. The use of standard sizes permits combination printing runs and, in many cases, it is possible to reduce or eliminate duplicate forms and operations by active forms coordination and control. There is no need to go into the different printing processes or methods of composition and copy preparation, but here again, why use a gold-plated steel-engraved form if a typewritten spirit or mimeographed copy is adequate?

A final example of value analysis involves a service order tag that we use in certain cases when electric service is connected. Half of this tag is detached and mailed to us as a postcard by the new customer. In addition to the regular postage we were paying a 1c penalty because weight of stock did not meet postal regulations. After a study of the complete routine by our sales department, we reduced the weight of the card and changed from a string tag to a form on standard index bristol. The cost was reduced from $10.25 to $4.40 per thousand, which amounted to over $700 in our annual use of 125,000. About 25% of these forms are mailed back to us, so we save at least another $300 in return postage for a total of over $1000 per year. That's the best part of value analysis: the savings are usually recurrent or continuous. — *From a talk at the 11th national standards conference of American Standards Assn.*

Some Day You May Wish You'd Bought This

NEW

Auto-Shred

Now!

Do your business secrets leak out thru your waste paper baskets? Too often confidential letters, sales and accounting records, engineering data, specifications and business records of many kinds find their way into unauthorized hands — after someone thought they'd been destroyed.

This new, compact, lightweight Auto-Shred is designed for your office. Case hardened steel slitters driven by a powerful 1/3 horsepower motor, convert correspondence, ledger sheets, sales-reports and other confidential records into ¼" shreds even slicing thru paper clips and staples. It's quiet — you'll hardly know it's being used. It has an automatic hopper that will take up to 100 sheets of paper at a time and a gravity hand feed for stapled, clipped, pinned or folded papers. It's completely enclosed (positively safe) in a gracefully designed fiberglass case that matches the practical appearance of other office equipment.

Write for catalog giving full information and 10 day free trial offer.

SAA 3439-16

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103 Mill Street **Salem, Ohio**

For More Information Circle No. 304

For

BUSINESS...SCHOOLS...CHURCHES ...ORGANIZATIONS

SPEED-O-PRINT'S

ALL-NEW

Automatic Addresser

$129.50

PLUS FEDERAL EXCISE TAX

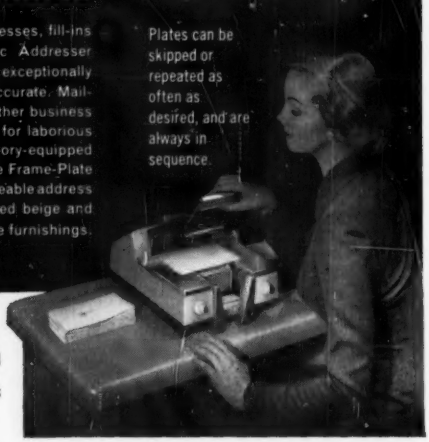
Using

LIFETIME METAL PLATES

NON-SMUDGE RIBBON INKING

Wherever there is a need for repetitive writing of addresses, fill-ins and imprints, the all-new Speed-O-Print Automatic Addresser provides a time-saving, error-eliminating solution at exceptionally low cost. Impressions are clear, sharp and always accurate. Mailings are ready hours earlier . . . payroll, inventory or other business forms are prepared in a fraction of the time required for laborious hand methods. Automatic re-winding of ribbon. Factory-equipped for popular "B" Style Frame-Plate. "E" or "CB" Style Frame-Plate machines available upon special order. Low-cost replaceable address plates provide economical revisions. Finished in baked beige and brown enamel with chrome trim. Blends with any office furnishings.

Plates can be skipped or repeated as often as desired, and are always in sequence.



Speed-O-Print **CORPORATION**

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For More Information Circle No. 367

National Conference & Exhibit Calendar

Society of Reproduction Engineers, Sherman Hotel, Chicago, Dec. 3-6.

Eastern Joint Computer Conference, New Yorker Hotel, New York, Dec. 13-15.

1961

National Office Furniture Assn., Coliseum, New York, Feb. 23-26.

Office Management Assn. of Chicago, Conrad Hilton Hotel, Chicago, Feb. 27-March 2.

American Management Assn. Data Processing Conference, Statler Hilton Hotel, New York, March 6-8.

National Microfilm Assn., Sherman Hotel, Chicago, April 4-6.

Office Equipment Manufacturers Exhibits, Coliseum, New York, April 17-21.

National Office Management Assn., St. Louis, May 8-10.

Insurance Accounting & Statistical Assn., Biltmore Hotel, Los Angeles, May 14-17.

New York Stationery Show, New Yorker Hotel, New York, May 14-19.

Institute of Internal Auditors, Queen Elizabeth Hotel, Montreal, May 21-24.

National Assn. of Accountants, Waldorf-Astoria, New York, June 18-21.

National Machine Accountants Assn., Royal York Hotel, Toronto, Canada, June 28-30.

National Society of Business Budgeting, Statler Hilton Hotel, Dallas, May 25-26.

National Assn. for Bank Audit, Control & Operation, Conrad Hilton Hotel, Chicago, Sept. 11-13.

National Stationery & Office Equipment Assn., Conrad Hilton Hotel, Chicago, Sept. 23-27.

Life Office Management Assn., Shoreham Hotel, Washington, D. C., Sept. 25-27.

Systems & Procedures Assn. of America, Cleveland, Oct. 9-11.

National Business Forms Associates, Hotel Americana, Bal Harbour, Fla., Oct. 15-19.

American Institute of Certified Public Accountants, Palmer House, Chicago, Oct. 29-Nov. 1.

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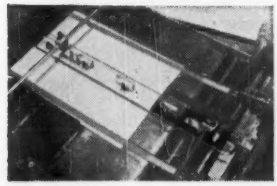

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As We See It...

A shorter work week, fewer hours worked per day, and a burgeoning in the ranks of white-collar workers are seen in a recent report by the officers of the International Association of Machinists about the effects of tape-controlled machinery on production and employment. Pointing out that the U.S. is the world's first industrial power where the traditional working class no longer makes up the bulk of the nation's workforce, the report underlines that it is now the white-collar worker who predominates. The Association's research department quotes these figures to illustrate the shift: white-collar occupations accounted for 34.9% of the total number of employed workers in 1947, by 1956 the figure was 39.4%. During the same period, the number of workers in blue-collar occupations dropped from 40.7% of the total to 38.8%.

The report states its belief that this gap will grow still broader in the years ahead, making the office America's major employer. But automation could cause employment problems in the office too, and the current ground swell in white-collar employment could lessen as offices and office functions become increasingly automated. Even if the possible threat of mass unemployment never becomes a reality for society as a whole, the complex organizational problems inherent in technological change — necessary if the country is to survive — give pause for thought. As states the report: "Employers should not forget the social problems and personal hardships to which such changes give rise."

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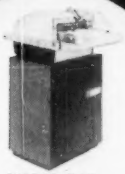

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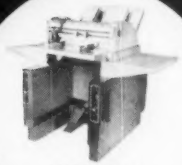

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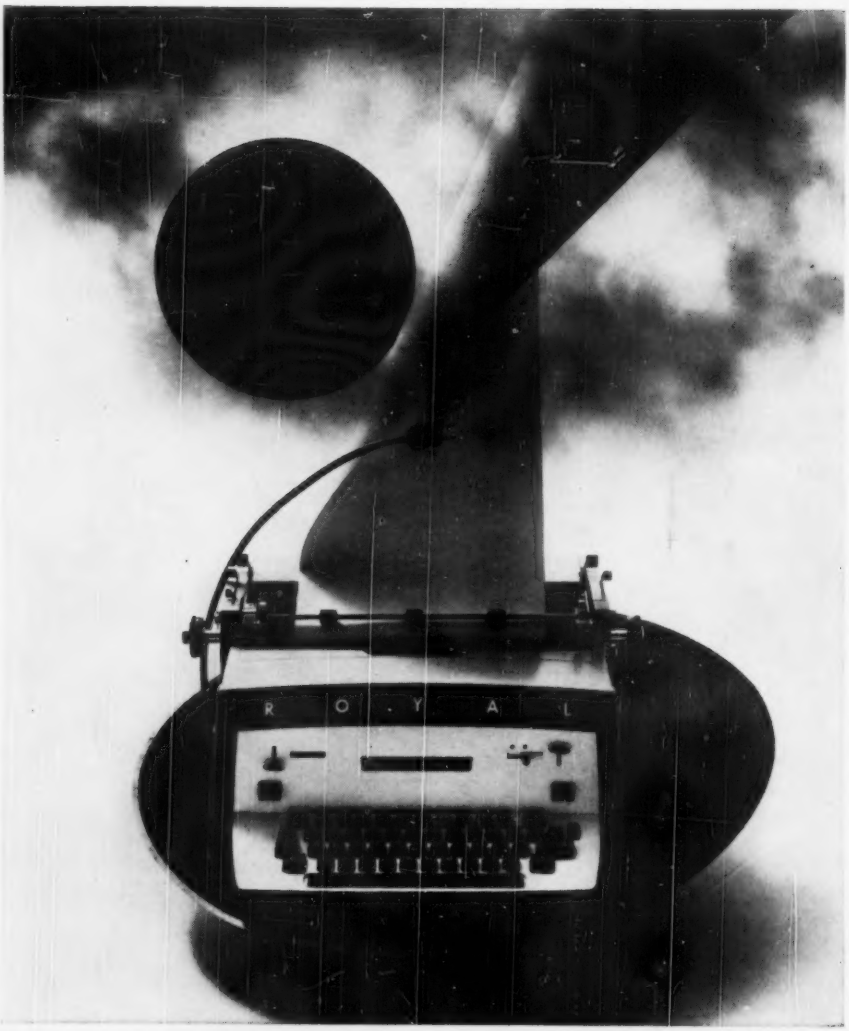

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